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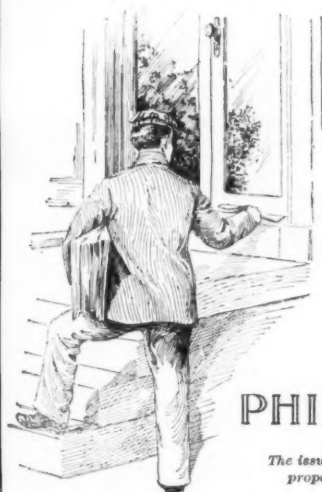
# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIII. NEW YORK, DECEMBER 5, 1900. No. 10.

## Left at Every Home



To give you  
an idea of  
how the ...

## Record

is distributed  
in and around

## PHILADELPHIA

*The issue of Saturday, November 10th (the proportions on all days are the same):*

By carriers to houses and offices,	70,783
Distributed by regular agents,	108,059
By mail,	8,858
Street and office sales,	2,333
Total,	190,032

You can always find this detailed circulation at the head of the RECORD's editorial page.

This is the greatest by far circulation in Philadelphia.

You should have our rate card—just ask for it.

**"He Who Runs May Read"**  
**BUT**  
**He Who Rides Will Read**



**I**F you give him a chance. And he will not only read, but remember what he reads, as is proven by the results we are securing for our patrons. Give him a chance to read your ad.

---

You can reach more people, in proportion to the amount of money expended, by street car advertising than by any other method of advertising. If you don't believe it give us a trial and we'll prove it to you.

---

We have had years of experience in our line of business and can place your appropriation where it will do you the most good. We know just what you need and our knowledge is at your disposal. A postal card will bring us.

**GEORGE KISSAM & CO.,**

253 Broadway, New York.

Written by E. E. Rogers, Des Moines, Ia.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV. NEW YORK, DECEMBER 5, 1900.

NO. 10.

## VARIOUS METHODS OF CIRCULARIZING.

By *Blennerhassett Jones.*

When an inexperienced advertiser starts in business, one of the first things almost invariably done after sending his circulars printed is to send a large number to general addresses. The hopes and expectations entertained concerning the results to come are among the vastest he ever will entertain; and the disappointment that comes as the days pass and the expected orders do not show up is correspondingly great.

The writer does not know of any sort of business, or any proposition, saying perhaps the green goods swindle, wherein circulars may be sent profitably to lists of persons having as a class no strong interest in the business advertised, as, for instance, lists of housewives, mail buyers, farmers, "persons who receive mail," school teachers (for general advertising), and story paper readers, tax lists, institute lists, subscription lists, directories, and so-called agents' directories. By noticing the ads in papers for small mail-order dealers these lists are to be found advertised at very low prices, often almost absurd ones. But they are never used by experienced mail-order advertisers, nor even by the mammoth sample copy monthlies, who pay ten times as much for letters in preference to using these names. Only a few very large medical advertisers, who believe they can afford almost any kind of advertising, are exceptions to the rule; Dr. Pierce, for instance, circularizes from directories extensively.

Early in their careers it also is a common thing for advertisers to contrive schemes for obtaining names from postmasters, or other persons. Such name collecting is

forbidden by the statutes of the postal department both to postmasters and to their families. And when a circular advertising any such proposition has any considerable circulation, it is followed up by another from Washington specifying the advertiser and his scheme and forbidding its acceptance. Getting names from customers is easy. Lists so obtained probably are not reliable; whether reliable or not they seldom pay when circularized. The people who are too stupid to write for catalogues themselves will usually be too stupid to study them and send orders when your customer has had your literature sent to them.

Only when the list is of persons specially interested, as when a manufacturer circularizes retailers of his trade, a paint maker architects, or a liniment seller people suffering rheumatism, may profitable returns be expected. Then the matter of the degree of interest which the list has, and the adaptability of the advertising matter to them, is one requiring much exercise of judgment. No general rule can be made, but it may be said that they must fit together closely to make it pay.

The only circularizing done by retail advertisers doing business by mail directly is done from old letters addressed to advertisers selling similar goods and from newspaper clippings. The letters of a majority of large concerns are bought up by letter brokers who rent them out again to other advertisers. The two largest address supply firms in the United States are Frank R. Carter and the Men of Letters Association, of New York, the latter of which is managed by Mr. Lum Smith of *Agent's Herald* fame. In a circular of the former's I find that he can supply addresses of persons

suffering from the following ailments:

Asthma, blindness, bald head, Bright's disease, bronchitis, constipation, consumption, cancer, catarrh, cripples, deafness, dropsy, dyspepsia, facial blemishes, fits, female complaints, gout, heart disease, inebriety, lameness, locomotor ataxia, loss of ear, limb or nose, nervous exhaustion, nervous debility, opium and morphine habit, obesity, paralysis, piles, rheumatism, rupture, skin disease, stammering, tumor, tonsillitis, warts.

Addresses on other subjects include:

Amateur photographers, agents artists, bicyclists, births, book buyers, cigar buyers, catalogue names, pattern buyers, foreign names, general agents, hunters, inventors, advertising firms, suit buyers, mail order buyers, marriages, music teachers, piano owners, red haired women, soap buyers, sheet music buyers, small investors, toilet article buyers, tobacco users, Western home seekers, wives wanted, and husbands wanted.

Old advertisers use letters extensively. They insist on copying directly the letters themselves, for which purpose they rent them for thirty days. The charges for thirty day rentals range from two dollars to five dollars the thousand for fresh letters of the ordinary kinds. Medical letters on other than a few of the most common complaints bring an average of five dollars the thousand. Agents, novelty, and similar grades bring two dollars the thousand. Sagacious advertisers prefer the freshest letters and best qualities despite high prices. After letters have aged three or four years they are not highly esteemed, and the letter brokers sell them out at one dollar the thousand to sample copy monthlies or inexperienced advertisers. Letters and clippings enable a new specialty advertiser to address an interested audience at once, saving the losses, discouragements and delays usual in learning to get inquiries by newspaper advertising. Under the proper conditions it is profitable for those who depend on direct mail orders alone, and a number of prosperous concerns exist whose entire business is built by letters.

"Mailers" is a term used in mail order circles to designate one who undertakes to mail the circulars of several advertisers in combination, thereby dividing up the cost of postage and addressing. The prac-

tice is not profitable and is employed chiefly by an amateurish class of advertisers. As these persons overlook responsibility and reliability in their wish for cheapness, their demand is answered by small boys, who promise to mail their circulars for ten cents the hundred and even less. A part of the circulars gotten are rolled in heterogeneous bundles and sent to others advertisers with request for more circulars to mail. What is done with the remainder has got to be guessed at. A recent correspondent who put out large quantities of circulars advertising a ten-cent novelty bonanza writes me that they did not earn the expenses of printing and shipping. Another ten-cent book circular he had had mailed on a plan whereby the mailer was paid only in proportion to orders received brought but one answer to five hundred circulars. The writer, however, has known circulars to pay expenses quite, but the limited possibilities and many risks of the field put the hope of developing any considerable business by the method out of the question.

There is an "International Mailers' League," with an *I. M. L. Journal*, published at Flushing, N. Y. There are also a number of concerns who mail circulars in bundles for wholesalers to the more important trades but not at so low a price as ten cents the hundred. There are a few mailers of the mail order class whose advertisements suggest responsibility, but their charge is never less than twenty cents the hundred.

Distributors are persons who peddle advertising matter about, to houses. The method is not employed by those looking for profitable returns by mail, except a few nervous debility specialists. Its main employment comes from large producers of medicines and foods, and from local merchants. The medical and food advertisers distribute booklets, almanacs and samples. The effect of good distribution is shown in the sales of local dealers. The profit in the majority of the schemes of local merchants, who distribute dodgers of the cheapest kind they can get, is much more questionable. When

the territory to be covered constitutes any considerable part of a newspaper's circulation it probably would be cheaper to place the advertisement therein.

The price charged for good distributing by responsible distributors is about two dollars the thousand for parcels weighing not more than two c.ances. If the advertiser wants it done at a lower price, persons can be found who will undertake to do his task at any price he may please to set. Reliability, however, is much more important than price in distributing. The practices of leaving several circulars at each house, giving bunches to boys, throwing them about the street or into yards, barrels, garbage heaps, fires and rivers is very common. When distributors are employed who have neither incentive of morals or of decent wage the losses through such practices are very large. They will be larger in proportion than the saving in cost. Hence, great care should be taken that men capable of good work are employed, and their pay compensate them for it. That method is the only cheap one. Some experienced and sagacious general advertisers pay all distributors a fixed price ten to fifty per cent higher than current rates and require strictly conscientious work in return. The failures of small merchants' enterprises are largely due to short-sighted methods in employing distributors. Established and reputable firms making a regular business of distributing are to be found in cities and trade centers of country districts. Usually they belong to some association, but as many of these are open practically to all who have the money for membership, badge or outfit, this may argue nothing. In many cases the work is conducted in connection with billposting; when so it is a sign of responsibility.

Many advertisers seek to save the cost of distributing by sending matter to local dealers to be handed out to customers. This the dealer seldom troubles himself to do. When dealers are commissioned to have distributing done, they usually employ boys or irresponsible persons, and take little or no

heed of how it is done. Boys are dear at any price.

Another method of distributing circulars sometimes possible is that wherein news agents are hired to inclose them in newspapers delivered to subscribers. The reasoning by which I account for the conditions upon which profit depends in circularizing is this: The cost of circularizing by mail in sealed envelopes is about \$30 to \$35 the thousand; in unsealed envelopes, \$20 to \$25; of circularizing through mailers or distributors, about \$5 the thousand. But a periodical can place the advertising more securely and effectively at an average cost of only seven cents per inch per thousand. A bold display containing the matter of a six by nine dodger will cost about \$1 the thousand; while at the cost per thousand of distributing, \$5, a whole page in either newspaper, cheap monthly, or high-priced magazine can be obtained. Hence the competition of the news medium eliminates the general distributing of advertising matter much smaller in volume than the newspaper page. But at and over that volume a booklet will have as much prestige and more permanency than a large page, and can as cheaply be distributed. Now, the great bulk of humanity is moved only by strong necessities. Unless moved by such necessities the attention which it will give advertising is very limited, whatever the quantity offered. Only strong necessities, such as business competition, the need of money, or physical anguish, will force it to read through much volume of advertising matter. On other subjects it can only be induced to read a short ad, and booklets would be wasted. This short advertising must be done in the periodicals. Therefore we have the rule that in fields not covered by periodicals circularizing is only feasible with voluminous matter upon a limited number of subjects put out at cheap cost. The high cost of circularizing by mail makes it altogether infeasible, except for special fields not covered by periodicals.

The inadequacy of the matter used is as much responsible for

failures at circularizing as are improper methods. This, however, is not the province of the present article to discuss.

### DEPARTMENT STORES AND DEMAGOGUES.

In all the gabble of demagogues, there is nothing more silly than the clamor against department stores. These big shops are denounced as trusts, stamping upon a helpless public with the iron heel of ruthless monopoly. The thrifty little retailer, we are told, is crushed out of business by the invincible and unpitied department store. Swayed by a transient madness, legislators have enacted laws avowedly intended to kill the large stores by taxation. That these acts were not worth the paper they were written on was plain as soon as cases were brought into court.

Probably there is no matter engaging public attention concerning which facts are more easily obtainable. Is it true that the small merchants are being choked to financial death by the department stores? Look along the busy avenues of New York and see the number and variety of small stores. Are the proprietors playing at business? Do they pay rent and clerk hire for fun? Do you find the supply of stores so far in advance of the demand that rents are going down? The fact is

that there are about as many little shops as ever, and they will always be a necessity for people who live near them.

The maddest, merriest ranter against department stores cannot complain that they keep prices up. The very existence of these establishments depends upon their ability to keep prices down. And they meet public needs in a fashion that would be sadly missed if they were abolished. Parcels are delivered free and promptly. In each line there is a great variety to select from. Waiting rooms and other conveniences are furnished for the comfort of customers. Complaints receive immediate attention. The department store is a permanent exhibition of art and industry. It makes a legitimate appeal to thrift, and its position in popular favor is too firm to be shaken by any amount of clap-trap.—*National Advertiser.*

### RAILROADS.

The reader finds by an examination of the current newspaper advertising of the various railroad lines that three or four roads go to the same point, in about the same time—always the quickest—with the finest service and the most beautiful scenery. Why should he select one in place of another?—*Advertising Experience.*

### WRITING FOR THE PRESS.

Jobley—Doing anything now, Hobley?

Hobley—Yes; writing for the press.

Jobley—Stories or editorials?

Hobley—Wrappers.—*Information.*

## A Year's Supply for the Family, \$1.00 Delivered



"A. P. W. BRAND" is the finest Satin Tissue of the largest manufacturer in the world. To prove this, we are prepared to furnish it at cost or less. For \$1.00 we will deliver (charges prepaid), to any point in the United States we can reach by express, a case containing a full year's supply of

## TOILET PAPER,

enough for a large family. Obviously cost of delivery must, in many instances, exceed one dollar, but our large production, and our confidence in the result of this wholesale distribution, enable us to do what would otherwise be impossible. Sample Sheets Mailed Free, and our handsome book "The Truth About Toilet Paper," giving interesting information about an Albany manufacture that reaches every part of the civilized world. Your address on a postal will do.

A. P. W. PAPER CO., 30 Colonie Street, Albany, N. Y.

How the present advertiser judges what quantity constitutes "a full year's supply of toilet paper for a large family" must always remain a mystery to every ordinary mind. Evidently his judgment must be founded on experience. But, to be serious, his

announcement is interesting as showing what peculiar articles are entering the mail order field. Apparently the boundary lines of that field are continous with whatever may be used or consumed. We have ceased to be surprised at the new acquisitions.

# St. Paul Daily Globe

## CIRCULATION LAST WEEK

Monday, Nov. 5, -	17,675	Thursday, Nov. 8, -	21,200
Tuesday, Nov. 6, -	21,900	Friday, Nov. 9, -	18,350
Wednesday, Nov. 7, -	24,100	Saturday, Nov. 10, -	18,000
Sunday, Nov. 4, -		21,400.	

(Advertisers are reminded that the respective circulations of the week-day and Sunday **GLOBE** are largely separate propositions, that of the Sunday being smaller in the rural parts than the week-day edition, and larger in St. Paul and nearby cities and towns.)

## THE PROOF IS READY.

The **GLOBE's** circulation statement is not accompanied by an affidavit, and for the reason that few advertisers do not realize that any person who will make a wilfully fraudulent statement will scarcely scruple to swear to its accuracy.

Instead of parading an affidavit, the **GLOBE** invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records, and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same.

## THE ADVERTISER'S RIGHTS.

The advertiser is clearly entitled to all the **GLOBE** offers—just as much so as is the buyer of any tangible commodity to the weighing, counting or measuring of the same in his own or representative's presence.

Advertisers are being swindled every day in the year by fraudulent representation of advertising mediums, through the "circulation liar," and no place more than right here in St. Paul. They have it easily within their power to effectively protect themselves by simple insisting upon having, in every case, fair and reasonable privileges; similar to those offered by the **GLOBE**. Obviously, the representations of any advertising medium declining to concede such privileges should receive grave "consideration."

## THE DAILY GLOBE, St. Paul, Minn.

C. H. EDDY,  
10 Spruce St., New York.

WILLIAMS & LAWRENCE,  
67 Washington St., Chicago.

# The Kansas City Times

The  
Only Medium  
with  
Which to Reach  
the  
Democratic  
Stronghold  
of the  
Great Southwest  
It's the New  
KANSAS CITY  
TIMES  
Now.

Goes into the homes  
of the buyers of Kan-  
sas City and the great  
Southwest.

Reaches 800 towns  
adjacent to Kansas  
City on day of pub-  
lication.

Successful advertis-  
ers use the TIMES.

Quality and quantity  
secured by advertisers  
using the KANSAS  
CITY TIMES.

Rates on application.

A. A. LESEUER,  
Editor in Chief.

RAYMOND P. MAY,  
Business Manager.

**The S. C. Beckwith  
Special Agency,**

Sole Agents Foreign Advertising,

47-48-49 and 59 Tribune Building, New York.  
469 The Rookery, Chicago.



## **YOU CAN'T BUY SPACE**

in any St. Louis newspaper as reasonable as offered in the

# **St. Louis Chronicle**

In fact no newspaper in the country offers the service and circulation at as low rate as the

# **St. Louis Chronicle**

Only eight pages with a guaranteed bona fide daily average paid **circulation** exceeding **54,000** copies. Every reader is sure to see your announcements. Rates and sworn statement furnished upon application.

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**F. J. CARLISLE,**

MANAGER FOREIGN ADVERTISING,

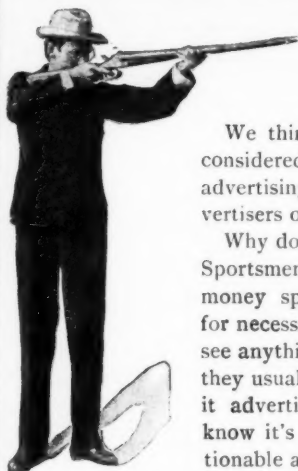
**SCRIPPS-McRAE PRESS ASSOCIATION,**

EASTERN OFFICE:

53 Tribune Bldg., New York City.

WESTERN OFFICE:

116 Hartford Bldg., Chicago, Ill.



## Our Think!

We think that, rate and circulation considered, **SPORTING LIFE** is the best advertising proposition for general advertisers on the market to-day.

Why do we think so? We'll tell you. Sportsmen as a rule are the most liberal money spenders in the world—either for necessities or luxuries. When they see anything advertised that they want they usually get it, and when they see it advertised in **SPORTING LIFE** they know it's reliable. No fake or objectionable advertising of any kind is ever admitted to its columns.

**Its Circulation**—40,000 weekly—reaches the men who are interested in Baseball, Trap Shooting, Billiards and kindred sports, and men who are usually interested in these healthy, legitimate sports are men whose patronage is desirable.

**Its Rate**—15 cents a line—is low, really low. There are no time or space discounts. A new advertiser comes in on the same footing as an old one. **If your** ad pays you'll stay. If it doesn't, you can drop out without paying exorbitant short time rates.

Publication day is Saturday of each week. Advertising forms close on Wednesday preceding. Send your orders through any reliable Advertising Agency, or direct to Sporting Life Publishing Co., 34 South Third Street, Philadelphia.



## What Do You Think?

# A Warning to Others.

The people of this country and generation, as a whole, are wofully improvident. The universal desire is not only to live as one's neighbor, but a little better, and to make a fine appearance to-day seems of vastly more importance than to lay up something for a cloudy to-morrow. This very trait in the great majority opens the door to the few who are willing to drill themselves in the school of common sense.—*American Printer.*

I know a printer who once remarked that he would not be seen coming out of my place, as it might harm his credit with the other ink houses. This same fellow was so conceited about how much he could buy on his name that he never dickered about the price of ink, and generally ordered about twice as much as he needed. He always settled his accounts by giving notes, but was never known to meet them at maturity.

He usually paid about one-half in cash and had the balance extended for thirty or sixty days longer. Consequently he was never out of an ink man's debt, and had to take what was given him, irrespective of quality or price. One day a crash came, and after the smoke had cleared away it was found that this proud printer had gone to the wall. He owed the ink man, the roller man, the paper man, and even the tailor who made the nobby clothes he wore. When his books were examined no assets were found, and the creditors had to whistle for their money.

He has again started up in business in a small way, and is glad to come to my place now and pay his 25 or 50 cents for just the quantity he needs.

If he had done this in the years gone by he would not be broke to-day, while his ink man is rolling in wealth. Less pride and more business ability would have taught him that the ink men could not sell at my prices and give a year's credit.

*Don't be bamboozled by flowery language.* Send for my price list and compare it with what you are being charged. If the saving is not fifty per cent I won't expect to be favored with an order. My competitors will tell you all kinds of stories about my goods, but the proof of the pudding is in the eating.

If they are not found as represented I cheerfully refund the money and pay all transportation charges. Address

**Printers Ink Jonson, 13 Spruce St., N. Y.**

## ADVERTISEMENT WRITING AS A PROFESSION.

The first step in considering advertisement writing as a profession is to understand just what the work is. Stripped of all theories, and of the glamor of literary or artistic skill, the advertisement writer is merely a salesman. His sales are not as direct as those of the man across the counter, or the traveling salesman; but in the final analysis he is simply trying to do in print what any other salesman does in person.

Naturally he is obliged to employ methods somewhat different from those of a salesman who talks in person to a customer; he deals with the crowd rather than the individual; it is the difference between carrying a message in person and writing a letter about it. The personal element is largely eliminated; there is no shaking hands, no responsive glance of the eyes, no inflection of the voice; there is no deft, tactful dealing, as occasion may arise in conversation, with the peculiarities or whims of the customer. All these things which the successful salesman may do in person are largely impossible.

Not altogether impossible; the best advertising has a sort of personality, the personality of the business it represents; in some cases a very powerful factor in getting results.

It is not difficult to understand the qualifications for the work if this view of its character be kept in mind. A good advertisement writer should have the selling instinct, which is as difficult to define as any other instinct. Some advertising men, just as some salesmen, have more of it than others; it is an essential; and it is generally developed by actual mercantile experience. To this must be added some skill in the use of words in print; a literary faculty of a peculiar, sort, terse, epigrammatic and direct.

These two qualifications—the selling instinct and the writing faculty—are necessary; the rest may be acquired; and of course these may be greatly increased and developed by use and experience.

It is difficult to say which of the two is more important, but it is undoubtedly a fact that men with the latter are more likely to acquire the former than vice versa.

The field is a good one. The enormous increase in the amount of advertising done during the past few years has created a demand for the special talents of the advertisement writer. Business men—storekeepers, manufacturers, agents—must advertise if they would keep up. The progressive business man now recognizes the need of the specialist in advertising, just as he has always recognized the need of the lawyer or the doctor; he employs an advertising man just as he employs a head accountant, not necessarily because he could not do the work himself—although he rarely can do good advertising—but because he can spend his time to much greater advantage to the business than by keeping books or writing advertisements. This is the view of the work now held by the wisest and most advanced business men.

The question is, how shall a young man who looks to this profession find out if he have the ability? And how shall he prove it? First, get into business, any business that is respectable. Second, study it with the selling methods in view. How can the sales be increased? Study the requirements of the people who buy; learn as much as possible of their wishes and expectations; find out why they buy, and why they do not buy. Then apply the knowledge gained to the art of "winning with printed words" those who can not be reached in person. A knowledge of the goods is important; essential; but it should be knowledge which augments and assists the buyer's knowledge, rather than that which is merely the second-hand knowledge of the seller.

There are difficulties in the way; the information desired and needed can not always easily be had; a young man employed in a business house in any other than the advertising department has something to do besides studying advertising. But brains will find a way.

There is no general rule of good



## BLAIR'S FOUNTAIN PENS.

THE VIEWS OF THE INVENTOR OF IT  
IN REGARD TO PUTTING IT AND  
KEEPING IT BEFORE THE PUBLIC.

A first lieutenant of United States Infantry, who saw service throughout the Santiago campaign, carried with him a Blair's Fountain Pen, and, writing to the manufacturers of it, says that he used it continually "in the trenches and out, giving satisfaction, and that it was the only pen for a long time that was of service in the regiment, owing to the lack of ink."

"That," said Mr. John Blair, of 163 Broadway, New York, the inventor and owner of the pen, to the PRINTERS' INK representative who interview him, "is one of the best letters of recommendation we have; and it so strongly brings out the point we wish to enforce that it does us a remarkable amount of good. Two of my competitors in England have plagiar-

ized this letter, substituting names and so forth, and unscrupulously used my thunder."

"Your advertising story, Mr. Blair, began some years ago; did it not?"

"Oh, yes. I may roughly divide my connection with fountain pens into two periods. In 1885, after some years spent in experiment, I evolved a moderate-priced pen which would hold all kinds of gold and steel pens. This I placed on the market, my office then being at 257 Broadway. But I was not perfectly satisfied with it, and subsequently, during the period between '85 and '99, took out five patents. Then it was that my present product was conceived by me, and with its completion, early in 1899, I revolutionized my business. Now the ink supply is carried in the penholder. It obviates the nuisance of carrying an ink bottle from which to fill the pen, for my fountain pen is an ink maker. A cartridge or ink supply

is placed in the holder, and then, by merely filling the holder with water, enough ink is generated to produce ink for a long period. There is sufficient ink in one of these cartridges to give coloring to sufficient water to last a busy writer for three months. And when the cartridge is exhausted—cartridges cost but ten cents each—it can be replaced by any one. And if it is desired to use ordinary ink in my fountain pen you merely withdraw the cartridge by means of the attached cord, and you can use any ink.

"I began advertising my earlier pens in 1885. I used the daily papers to some extent, trade journals a little more freely and some magazines. The local dailies included reading notices of two and three lines, mostly in the *Mail and Express*, the *Herald* and the (then existing) *Morning Advertiser*. No display. Among my list of trade journals were included: the

<b>BLAIR'S- THE ONLY FOUNTAIN PEN</b> Right in the penholder, requiring water only to fill, insuring ink anywhere.		IN THE WORLD having a year's supply of the Best Ink FREE. Cartridges (c) to Renew Supply, of Colors: Red, Green, Blue and Black Copying. Send for Catalogue. Ordinary ink can also be used. Holders, Jointless. Non-Paris 1900.
		
Leakable. Never smear ink on the part held by the fingers, as pens with large caps do. Gold pens the best. (Salesmen Wanted.) <b>Blair's Fountain Pen Co.,</b>		

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"Your advertising story, Mr. Blair, began some years ago; did it not?"

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American Stationer, Geyer's Stationer, the *Jewelers' Circular*, the *Jewelers' Weekly*, the *Keystone*, the *Travelers' Official Railway Guide*, the *Brewers' Journal*, the *Bookkeeper*, *Business*, quite a number more and a list of country papers. The *Century* received most of my magazine patronage. In trade journals and magazines I used display."

"And your early results?"

"It would be difficult to be specific, for I never did any keying then. But they were not so satisfactory as they are now."

"Why did you exclude display in the dailies?"

"Because, for my purposes, I found it too expensive."

"And since the beginning of 1899?"

"I have expanded considerably, practically withdrawing the old-style pens, not so much in advertising, but in all other directions. That is, I have inaugurated a larger campaign of selling through

agents and salesmen, and made my advertising supplementary to this. Nevertheless, I have retained many of my old mediums, among magazines only *McClure's* and the (*American Strand*). But now I have adopted a system, and key so thoroughly that I follow them up very closely, using letters. I also use, in England, the *Windsor* and the *Strand* magazines, and in France the *Figaro*. For I have agencies in London, Paris and Hamburg. They induced my foreign advertising nearly two years ago. Foreign results are not always encouraging, owing to the older and more heavily advertised pens, but I am emboldened by the steady increase. Notwithstanding what I have just said, I ascribe this increase to my advertising, which has to be educational. I am teaching the public there that they can get a more practical writing instrument, and even at a lower price."

"What space do you use in your domestic advertising?"

"Usually one inch double-column, or in dailies and trade journals about its equivalent."

"Will you tell me about the keying?"

"I prefer not to give figures, but I may say that I know exactly how much it costs me to sell through advertising. Now I am a firm believer in advertising, but I'll give any publisher one of my best \$6 pens if he'll point out a medium which will pay five per cent on the outlay, using a keyed advertisement. This merely goes to show the uncertainty of advertising. And, of course, credit, too, must be given for such orders as cannot be traced. Then I have another sufficient reason for advertising, in the fact that salesmen find it an aid. You see, advertising very often has great value, aside from its selling value. But I can cite two instances, from my own experience, in which I found it extremely remunerative directly. Through a forty-five-cent advertisement in the *New York World* I obtained an excellent salesman, who was with me eight years, and sold many thousands of dollars' worth of my pens. The

other case is that of one of my publications. At an outlay of \$15 for three issues—it's a monthly—it brought direct returns of \$85. But this has been extraordinary."

"You sometimes advertise for salesmen. Do such ads bring orders?"

"Occasionally; but seldom. Often they don't even bring good salesmen."

"Your business through salesmen is to dealers, and through ads is entirely mail-order?"

"Not entirely. Some orders from dealers come through the ads. But all orders for single pens come from the ads also."

"Do you use reading notices now?"

"No, but I occasionally have them given to me by publications, and I like them, for I find them unusually effective."

J. W. SCHWARTZ.

THERE is a story of a fugitive murderer caught by a mob of lynchers. "How did you know me?" demanded the prisoner. "We recognized you by your picture in the papers," replied the ringleader. "Do I really look like that?" "Yes." "Then hang me."—*British Printer*.

## ALL NOSES ARE NOT ALIKE TO US



When it comes to fitting glasses each requires different treatment, but the results are always the same

**PERFECT  
FIT AND  
ABSOLUTE  
SATISFAC-  
TION**

Daniel E. Weston  
1705 Chestnut St.  
Philadelphia.

AN OPTICIAN'S EFFORT.

## FOR A SMILING HALF HOUR

ST. PETER—Editor, eh? What good thing have you done?

New Arrival—I once took the blame for one of my own mistakes, instead of throwing it onto the intelligent compositor.

St. Peter—Go up ahead.—*New York Weekly*.

"THAT fellow over there writes a great deal of fiction."

"Who is he?"

"A war correspondent."—*Los Angeles (Cal.) Express*.

FROM a collection of queer advertisements made by a Washington man these are selected:

By a colored couple in Georgia: "Your presence is required to a swell wedding at the home of the bride. Come one, come all. Gentlemen, 25 cents; ladies, 15 cents."

By a Philadelphia girl: "Wanted—A young unmarried woman without children wants a position as cook or housekeeper."—*N. Y. World*.

A MASTERLY CONCEPTION, dying by the roadside, was met by a compassionate Cake of Soap.

"Don't despair," said the Cake of Soap. "You will live, for I will have you put in one of my ads."—*Life*.

WILLIE—Pa, what is a publisher?

Author—My son, a publisher is a squatter on the unearned increment of thought.—*Life*.

ANDREW LANG says that a Scotchman who understands the distinction between "will" and "shall" is not a good Scotchman. He tells of a Scotch reporter who had joined the staff of an English newspaper. His first night on duty he knocked on the editor's door and asked:

"Will I come in?"

"God knows," replied the editor.—*Wave*.

HE—For goodness' sake, what are you sighing about?

She (behind the paper)—Oh, there are such lovely bargains here in Jones & Jones' advertisement, and I can't take advantage of them.

He—Bonnets, I suppose.

She—No, a complete line of patent medicines reduced one-half, and there's not a blessed thing the matter with any of us.—*Philadelphia (Pa.) Press*.

ORESTES HAMHAM (at peep hole in theater curtain)—I tell you, we told the truth when we advertised to give the biggest show on earth for the least money!

Horatio Nightstand—We did?

Orestes Hamham (tragically)—Yes. The entire receipts for to-night's entertainment will be less than two dollars and twenty-five cents.—*Brooklyn (N. Y.) Eagle*.

COUNTRY EDITOR—I don't know whether that compositor is just a bungling typo or a keen humorist.

Foreman—What's he done?

Country Editor—in my editorial he makes me say: "Time and tide wait for woman."—*Philadelphia Press*.

AFTER the advertising agent had signed his contract for space he leaned back to talk shop. These old fellows assume a patronizing air with callow youth, so he said to me, "I've been a reporter in my time."

I refrained from asking him the reason for his downfall because he was satisfied that he had risen and I let him run on.

"When I was your age I did local work on the only daily in a 20,000 town in Central New York, and I worked up a big want ad department. I used to boast that I never run a 'want' that did not bring an answer, and was willing to bet on the truth of the statement. Some of my friends put in some queer things in our columns in an effort to disprove my statement, but it remained good. Finally a young merchant offered to bet me the dinner for thirteen that he could write an ad that would not bring a single reply, and I took him up. The next day the paper contained this:

"HOMELY WOMEN—Wanted a first-class housemaid. Pretty girls not wanted. The homelier the better. Good wages to a maid without a single attractive feature. Inquire this office."

"That evening when the chief came down to turn in his editorial he tore into my room in a howling rage. 'Shades of Ben Franklin,' he howled, 'take a look into the business office, Charlie.' I looked and nearly fainted. There was an even dozen of the homeliest, ugliest females that I had ever seen. Red headed women, cross-eyed women, women with prominent teeth, women with leather skins. For a minute I thought I had 'em. Then I recovered and sent out for my friend. He arrived and I told the bunch of misfit Venuses that he was the advertiser. When they got through with him he was ready to gasp for mercy. He attempted to say that they were not homely enough to fill the bill and they got mad. They were positively proud of their ugliness, and this was the first golden opportunity they had ever had to turn it to account. We finally got rid of them but my friend was a wreck. He bought the dinners, but the thoughts of that array of divine errors seemed to interfere with his appetite."—*Sault De St. Marie (Mich.) Democrat*.

"I DON'T know whether to regard this young author as a marvel of courtesy or a phenomenal specimen of assurance," said the editor's assistant. "What has he done?" "Inclosed a stamp to be put on the check in payment for his article."—*Washington Star*.



## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## CALIFORNIA.

Los Angeles (Cal.) *Fruit World* (1).—The last issue of the *Fruit World* consisted of 4,029 copies. We will pay one advertising with us \$100 cash, and refund money paid for space in the paper, if the publishers of the Los Angeles *Times* (daily), on whose presses we do our printing, do not corroborate our above statement. The *Fruit World* averages during the year, with samples, over 5,000 copies a week, and guarantees the minimum edition exceeds 4,000 copies.

## GEORGIA.

Atlanta (Ga.) *Journal* (1).—The daily circulation of the *Journal* in Atlanta is at least twice as much that of any other daily published. Its circulation outside of Atlanta is greater than the total circulation of any other Georgia daily. Its circulation in Atlanta and within two hours' ride of Atlanta is greater than the total circulation of any other Georgia daily.

## ILLINOIS.

Chicago (Ill.) *Times-Herald* (1).—The Chicago *Times-Herald* has never been obliged to engage in the wild scramble for circulation, nor to force itself on the public. The readers of the *Times-Herald* desire it enough to demand and pay for it. The *Times-Herald* "sticks to its knitting," and publishes a newspaper. In consequence, it is the most talked of paper in Chicago. It ranks the very highest in the homes of the thinking people and is thoroughly appreciated for its cleanliness and high moral standard. Many advertisers use it as the only paper in Chicago. It has made a success of various articles advertised exclusively in its columns. You cannot thoroughly cover Chicago without the *Times-Herald*, and you can create a demand for any article by using the *Times-Herald* alone.

## KANSAS.

Topka (Kan.) *Current Comment* (1).—Is read by the progressive and better classes in this city and throughout Kansas and neighboring States, and no better medium can be found through which to directly appeal to them.

## NEW YORK.

New York (N. Y.) *Wall Street Journal* (2).—Advertising agents who were

## EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

interested in the sound money parade in New York City on November 3 were amazed at the wonderful showing made by the *Wall Street Journal*. There were more of its own men in the division than were shown by some of the largest dailies. It belongs to the class of papers recognized as distinctly financial, and yet it has grown to such an influential position as to be of commanding importance in the journalistic field. The fact is that the *Wall Street Journal* has found a place for itself in the necessities of its environment. In the heart of the greatest financial center in the world, its publishers, Dow, Jones & Co., have grasped the issues in the right way. Wall street is the barometer of the business of the country, and it was peculiarly fitting that there should be a large daily financial paper, at this nerve center, with morning and evening editions, to report and discuss daily conditions affecting the markets. The *Wall Street Journal* steps into place with news of railroad and industrial properties so prompt and complete that it is drawn upon by the great dailies, and its editorial "Review and Outlook" and "Studies in Value," the work of veteran observers, command the confidence and respect of its readers. It is the only Wall street daily owning its linotype composing machines, its stereotyping plant and a Hoe perfecting press, the only one south of John street. This paper was the only Wall street daily honored by the committee with an invitation to join the Publishers' and Advertisers' division. Bankers in the Wall street district recognize the *Wall Street Journal* as a high-class newspaper, thoroughly representative of the best interests of this financial center. As such distinctive publication it yields a tremendous influence among men of means, who are at the head of great enterprises, who shape financial policies and whose attention it is worth the while of advertisers to gain. The *Wall Street Journal* is getting, beside its financial cards, commercial advertising of a high class. To such advertisers it offers a certainty of reaching and influencing men of means. Its circulation is select—every copy straight to investors, men with money and liberal spenders—and it circulates largely among them.

Rochester (N. Y.) *Educational Gazette* (1).—Offers special inducements as an advertising medium. It has been before the public sixteen years. Stands in the first rank of its class and has a large and constantly increasing circula-

tion. We are confident that the use of its advertising columns would yield most gratifying results. Its value is greatly increased to reputable advertisers, by the fact that no questionable advertising or second-class material of any kind is ever admitted to its pages. A copy of the magazine will be sent on application.

Syracuse (N. Y.) *American Poultry Advocate* (1).—Pays advertisers because it reaches 20,000 good poultry keepers, who are desirable customers, and because its advertising rates are low, considering the quality of its circulation.

Utica (N. Y.) *Cambrian* (1).—Its field is in every State and Territory of the Union where Welsh-Americans reside, and it has a larger regular subscription list than any other magazine pertaining to the Welsh in the world.

## OHIO.

Cincinnati (O.) *American Israelite* (2).—Established by Rabbi Wise in 1854, is the oldest, most influential and most widely circulated Jewish journal in the world. Its subscription list is larger than that of any other two papers of its class combined. It is conducted in combination with the *Chicago Israelite*, and together they cover the entire Jewish field. Their readers form a class of exceptionally good lovers, who are proportionately the largest buyers of high-grade articles of food, apparel or designed for the comfort or adornment of the home.

Cincinnati (Ohio) *Gray Goose* (1).—Enjoys the distinction of having won on its merits. Being distributed by the American News Company, it has paid solely on its circulation. We are now ready to take a limited number of high-class advertisements. Circulation from Maine to California, from the Gulf to the Queen's Dominion.

Cleveland (Ohio) *Old Homestead* (1).—Advertising like one's self is judged by the company it keeps. Your advertisement in the *Old Homestead* is always in good company. Our readers know that we will not allow advertising of an objectionable or fraudulent character in our columns. For this reason they never hesitate in ordering anything advertised in our paper if it appeals to them.

Columbus (Ohio) *Sales-Agent* (1).—In advertising you want to get your money's worth. You want to see it, feel it and know it. Direct results from such is certain proof that your coin is well placed. Word your matter to reach mail order buyers. We'll do the rest. We reach the hatters, furnishers, clothier and tailoring sales agents. Our subscribers are made up from mail order buyers.

Springfield (Ohio) *Farm News* (1).—Detailed proof of circulation for 22 months ending October, 1900, is on file with the publishers of the American Newspaper Directory and all leading advertising agencies. Proof gladly furnished any one interested at any time. All advertising contracts based on 100,000 minimum circulation per issue, although rates continue the same as when circulation was 80,000. *Farm News* is now credited by PRINTERS' INK and the

American Newspaper Directory with having the fourth largest proven up-to-date circulation of any agricultural journal in America.

## PENNSYLVANIA.

Middleburgh (Pa.) *Post* (1).—The leading weekly newspaper of Central Pennsylvania. If you want a medium that pays every time and brings large returns, try the *Post*. Sample copy and lowest advertising rates can be had by applying to George W. Wagenseller, publisher, Middleburgh, Pa.

Philadelphia (Pa.) *Sporting Life* (1).—If you have anything you want to sell to people who are interested in base ball, trap shooting, billiards and kindred sports, you should advertise that fact in *Sporting Life*. It is the official organ of all these sports. It goes every week to over 40,000 people, who enthusiastically read every word of it. These people have money to spend, and no one on earth spends it more freely than they do.

Pittsburg (Pa.) *Daily Items* (1).—Is the best evening newspaper published in Pittsburg. It goes into the homes and stays there. Circulation exceeding 31,000 copies daily. One of America's greatest merchants, Mr. Marshall Field, said: "One paper in the home is worth five in the highway."

Pittsburg (Pa.) *Press* (1).—Has the largest bona fide daily circulation of any Pittsburg newspaper. Other Pittsburg newspapers claim larger circulations, but an examination into the circulation records of these newspapers will demonstrate that the *Pittsburg Press* has the largest paid circulation. For the month of August the average daily net circulation of the *Press* was 53,654.

## RHODE ISLAND.

Westerly (R. I.) *Westerly Herald* (2).—Is an up-to-date afternoon daily which circulates in a prosperous community of 50,000 people in Southeastern Connecticut and Southwestern Rhode Island. The circulation of the *Herald* is 2,950, and growing rapidly.

## VIRGINIA.

Pulaski (Va.) *News-Review* (1).—Has the largest circulation accorded any paper published in the Ninth Congressional District of Virginia. Advertising rates reasonable.

## WASHINGTON.

Seattle (Wash.) *Times* (1).—Far and away greatest circulation of any paper in Washington. No parallel case on the North Pacific Coast of any daily newspaper showing such magnificent progress—a growth of 600 per cent in six years, or from an average circulation of 3,831 in 1895 to an average of 22,843 in 1900 (average for first seven months of present year). *Weekly Times* 6,000.

## WISCONSIN.

La Crosse (Wis.) *Patriot* (1).—Is the diocesan organ of the diocese of La Crosse, Wis., and circulates mostly in the western part of Wisconsin and adjoining Minnesota.

Milwaukee (Wis.) *Excelsior* (1).—Is the recognized leading German Catholic weekly in the Northwest, is a first-class advertising medium, entering the homes of thousands of German Catholic families every week.

## QUEBEC (CAN.).

Rock Island (P. Q.) *Stanstead Journal* (1).—A household companion for over half a century. Largest circulation of any paper in Stanstead County.

## AUDACITY IN EXCESS.

LONDON, E. C., Nov. 14, 1900.

Editor of PRINTERS' INK:

I am sending you herewith a small four-page folder I have just issued. I do this because I know the great interest you take in the circulation question in the States, and I thought you would be probably interested in a development of the same question in this country.

The *Daily Mail* has a million circulation, the *Morning Leader* 250,000, and the *Daily Express* perhaps 130,000 to 150,000. Yet this did not prevent the last named paper sending out a statement broadcast announcing their daily sale amounted to half that of the *Daily Mail*, i. e. 500,000.

Surely this audacity is in excess of anything on your side.

I may add that up to the time of writing no notice has been taken by the *Daily Express*, so far as contradiction is concerned.

Over 1,300 of these folders have been sent to every well known advertiser in the Kingdom. Yours truly,

W. HOMEYARD, Advt Mgr.,  
The Morning Leader.

## A CHANCE FOR SOMEBODY.

Office of

"NEWS-DEMOCRAT."

CANTON, Ohio, Nov. 23, 1900.

Editor of PRINTERS' INK:

This city is very much in need of the services of a professional advertiser. We have enterprising business men here who would like to have their ads prepared in an up-to-date style. They do not have the time to devote to the matter and can hardly afford individually to engage the services of a competent man. Some bright young man with good ideas and some experience could find a profitable field here. If you could put us in communication with the right party the favor would be greatly appreciated. Yours truly,

NEWS-DEMOCRAT PUBL'G CO.

## ONE'S OWN ADVISER.

The new advertiser would better employ an advertising agent than to be himself his own adviser. I was almost prepared to say that any advertising agent's advice is better for a new advertiser than his own.—Thomas Balmer.

## IT WAS WALTER.

Office of

OSCAR E. BINNER.

NEW YORK, NOV. 24, 1900.

Editor of PRINTERS' INK:

The article on pages 3-4-5 in your Nov. 21 issue is a good one but whoever wrote it made a mistake in referring to my brother's name as being George. However, I do not know as that makes any difference, for if the boy's name was George you can rest assured that I would give him the same advice as I gave my brother Walter.

With kindest regards I remain,

Yours very truly,

OSCAR E. BINNER.

## TRADE-MARKS IN GERMANY.

Under the German statute, any person may register and secure right to any name or other device used as a trade-mark which has not previously been registered there. In other words, the officials make no inquiry to ascertain whether the applicant has ever used the proposed trade-mark or has any right to it, but simply look over the record to ascertain whether it has been registered in Germany. If not, it is admitted to registration. The readiness with which such a practice can be used is apparent, says Frank H. Mason, consul-general at Berlin, in a recent report to Washington. When, several years ago, American bicycles began to be imported into Germany, certain persons interested in blocking the trade got the trade-marks of two or three makers registered in their own names, and either obliged the legitimate American owners of the trade-marks to buy them off—in other words, to pay a species of blackmail—or to change the marks on all bicycles exported to Germany. In a recent case, the trade-mark on an American specialty was registered in Berlin by an outsider, so that the real owner had to buy from the usurper the right to use his own trade-mark in Germany.—*Music Trade Review*.

Don't get discouraged. It isn't the man who is knocked down one or six times that makes a permanent failure in business; it's the fellow who doesn't get up again.—*Boot and Shoe Recorder*.

*Manager The Indianapolis Press, City.*

DEAR SIR—My four-inch display advertisement, which has been running steadily in THE PRESS, proves that your paper draws business well for me. The great value of the paper to readers makes it an excellent advertising medium. Very truly yours,

FRANK H. CARTER, Druggist,  
15 W. Washington St., Indianapolis.

## NOTES.

THE December *Atlantic* contains seventy-one pages of publishers' announcements.

LAMBERT BROTHERS, the New York jewelers, issue a fine catalogue of their stock, in which the details of the various articles are both pictured and described.

"AS ADVERTISED," by Agnes Repplier, in the December *Lippincott's*, discusses how the advertisements of the successive ages, as well as those of the present time, picture social ideas and conditions.

IN Massachusetts the insurance department has ordered the distribution of the accident insurance policies given away by a retail shoe concern to be stopped. The matter is reported at length in the *Boston Bulletin*, Nov. 17.

ONE of the most amusing and attractive color posters of the season represents a little baby standing by a wall, clad only in his undershirt. He is supposed to be bashfully remarking, "My clothes are at the Fifth Avenue Laundry."

BOSTON, Saturday.—That an advertising wagon is a public nuisance was the verdict of a superior Court jury here. The vehicle in question is a huge affair with two great high wheels with pneumatic tires, which originally made its appearance in a trade procession and advertised a particular make of bicycle. Since then it has paraded the streets of Boston advertising a summer resort. It now is declared a nuisance.—*N. Y. Evening Telegram*.

THE Binner Engraving Company has on exhibition at its New York office a proof of what is claimed to be the largest half-tone ever made in the world. It was so large, says the Binner people, that when it was done it was necessary to piece it, since no printing press in America was large enough to print it. It is eight feet wide and two feet high and contains 2,300 square inches. The picture represents a scene at the consecration of Zion Temple site, Zion City, Chicago, taken at the moment of the offering of the consecration prayer on July 14, 1900.

THE *Bohemian* is the name of a new monthly magazine of short stories emanating from 11-13 Columbia street, Boston, where it is published by W. L. Terhune, proprietor of the *Boat and Shoe Recorder*. It is of handy size and it is said to have "caught on" so quickly that a second edition of No. 1 was needed inside of ten days. The first issue is liberally patronized, the Regal Shoe Co. having four pages. John S. Grey will represent the *Bohemian* in New York, with offices at 127 Duane street.

A NUMBER of retail merchants of Yonkers have adopted a novel advertising scheme. It is known as a "piano voting contest." A local piano dealer offers a piano free to the most popular club, fraternal benefit or religious society or organization. Certain merchants are selected from the different lines to distribute ballots which are given with each purchase at the various stores. Ballot boxes are placed in each store and bulletin boards in different parts of the city indicate daily the result of the vote. More than thirty organizations are interested and the rivalry in securing votes increases as the contest draws near its close.—*Mt. Vernon (N. Y.) Argus*.

FAIRBANK'S Fairy Calendar, 1901, consists of five designs, 10 1/4 x 12 1/4, elegantly lithographed in beautiful colors and gold on extra heavy plate stock. They represent handsomely decorated Dresden China plaques, on rich plush backgrounds, no two alike. The first sheet is the calendar proper, as it contains the entire twelve months' calendar dates grouped within the plaque, with a background of royal urple. The other four designs contain figures typifying "Morning," "Noon," "Evening" and "Night," modeled in colors appropriate to the time of day represented, and bossed on relief plaques, set against rich plush mats of silver-blue, bright apple-green, rich peacock-blue and deep crimson. These four plaques have no lettering whatever to mar their artistic beauty, and are designed expressly for decorative purposes. Each of the five sheets has a separate hanger, which can be retained or removed, so that the plaques and calendar can be used singly or together, framed or unframed.

At this office, 10 Spruce St., New York,

## The Geo. P. Rowell Advertising Agency

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

# THE WAY IT LOOKS TO A MAN UP A TREE.

From the Fourth Estate of Nov. 24, 1900.

## ROWELL HAS TO GIVE IN.

GEN. AGNUS PUTS AN END TO HIS MISREPRESENTATIONS OF THE "BALTIMORE AMERICAN."

General Felix Agnus, of the Baltimore American, was the recipient at the Associated Press meeting of many congratulations on his having successfully called down the George P. Rowell concern after years of despicable innuendoes, not to say deliberate abuse.

The Fourth Estate, which is the only paper that has succeeded in puncturing the Rowell balloon, recently reprinted one of PRINTERS' INK's slurs on the Baltimore American in order that the publishers of the country at large might see for themselves the annoyances to which a publisher is subjected who will not recognize George P. Rowell's assumption of authority over the press of the country.

Mr Rowell sent the clipping to General Agnus with a polite letter innocently asking what all the trouble was about.

General Agnus replied with equal politeness that the attacks had been going on for years, but that it really didn't make any difference to him. It had never apparently alienated any advertisers from the American, and Maryland would surely be found in line for McKinley on election day.

To make a long story short, after considerable correspondence Rowell announced that the difficulty between the Baltimore American and the American Newspaper Directory had been adjusted to the satisfaction of all parties.

The facts of the case are that the Baltimore American has been publishing conspicuously at the head of its editorial columns sworn statements of circulation in detail every month, showing an average of something like 60,000 copies, whereas Rowell had been quoting it for some time at 20,000.

General Agnus has done the publishers a great service in maintaining his ground where perhaps ninety-nine out of one hundred would have been driven to sheer desperation at the continued petty annoyance of misrepresentation, and have capitulated and dropped the contest which is so necessary to the preservation of the rights of the press.

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

THE GREAT ROUND WORLD requires an advertising manager of tested ability, who, backed by guaranteed weekly circulation among best type of paid-in-advance subscribers, and fair space rates, will produce results. Must be competent to plan for and secure large business. No applications from experimenters or beginners will be entertained. The news magazine will be enlarged to 64x9%. Exceptional opportunity for a permanent and valuable connection. Liberal arrangements made. Address THE GREAT ROUND WORLD CO., 150 Fifth Ave., N.Y.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent rep's, editors & adv's men to publishers. 15 Cedar St., Springfield, Mass.

WANTED—To buy established trade or class journal, entire or part interest. Cash ready for right proposition. "W. E. B." Box 584, Detroit, Mich.

PUBLISHERS—Are you open to engage a good man to take charge of your circulation department? Address H. M. VALLETTE, General Delivery, Pittsburg, Pa.

I WANT to do the advertising for some firm who expect results and are willing to pay for knowledge, experience and ability. Address "HUSTLER," care Printers' Ink.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

JINGLES—Advertising angles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N.Y.

THE ASBURY PARK DAILY JOURNAL wants your ad. Covers the city and five villages every afternoon; eight pages; circulation, 2,157; rate 7 cents an inch. Sure results. Asbury Park, New Jersey.

THREE dollars buys a column ad with preferred position in 2,500 copies of the DAILY JOURNAL'S 20-paged lithographed Xmas number, cash with order. Circulation guaranteed. Asbury Park, N. J.

TRADE PAPER PUBLISHERS—Journalist of wide experience writes original articles, correspondence and interviews. Photos, if desired. Translations from foreign exchanges. WM. C. HIRSCH, Postoffice Box 2241, New York.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WANTED—Up-to-date editor for Democratic semi-weekly in good Ohio town, several thousand population. Democratic county. The right party can secure half or third interest if desired. Address "C. S. N.," care Printers' Ink.

WE will pay \$10 for the design for a trademark best adapted to our business. Design must be simple and striking and characteristic of medicinal preparations. Address THE MASSACHUSETTS MEDICAL CO., Box 1140, Boston, Mass.

MAN between 30 and 35 years of age, capable of filling position as chief assistant in large advertiser's office. Must be quick and accurate, with ability to supervise others. Good opportunity for right party. Salary nominal to commence with. Address "T.," care Printers' Ink.

WHY have you not written that you want a first-class advertiser? You must realize that successful business cannot be conducted without advertising, and to advertise successfully you should have an expert to prepare your copy and look after the details. Address "EXPERT," care Printers' Ink.

I would like to hear from a young man who is looking for a good business chance. I have two New York City papers and need an assistant. Vice-presidency and a fair salary given for an investment of about \$2,500. One with newspaper or advertising experience preferred. A very bright future for a worthy person. References required. Address in confidence, "INCORPORATED," care Printers' Ink.

## PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

## COIN CARDS.

3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## COMMERCIAL DESIGNERS.

DESIGNS and cuts furnished for advertisers. PLANT & HUTCHKISS, 150 Fifth Ave., N. Y.

## MISCELLANEOUS.

RUBBER stamps. Your name and address for 10 cents. Cheapest house in America. Cat. free. CLIMAX RUBBER CO., Russellville, Ala.

## POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

## SPECIAL REPRESENTATIVE.

H. D. LA COSTE, 38 Park Row, New York, special representative for leading daily newspapers.

## IMPOSING STONES.

BEST quality Georgia marble imposing stones, 18 two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

## ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or ag'ts everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRELL AG'CY, Balt., Md.

## STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet, samples, for stamp. HENRY KAHRS, 240 East 33d St., New York.

## NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

## SUPPLIES.

Gauge Pins, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 138 Spruce St., New York. Special prices to cash buyers.

## MAIL ORDER.

ARE you interested in mail-order advertising? If so, send for sample copy of *Our Silent Partner*, a monthly journal devoted to mail trade. Afterwards, if still interested, you can receive it regularly, at a year gratuitously. Address EDITOR, OUR SILENT PARTNER, Waterville, Maine.

## ADDRESSES.

DO you want a list of reliable names? Farmers, business men, magazine readers, etc. Drop a line to R. NIEMEYER, Benton Harbor, Michigan.

ONE M new, A I canvassing and general agents all over U. S., we will give for one 45 PRINTERS' INK coupon; 5,500 for 5. Be prompt. S. M. BOWLES, J. P., Woodford, Vermont.

## PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

## MAIL TYPE OUTFIT.

COMPLETE equipment; enough material for 50,000 names. Also 500 brass bottom galley, containing about 6,800 lbs. of patent mail list type. All in A1 condition. Also a galley foot press and four Dick and Horton mallets. Only cause for selling, the adopting of another system. S. F. MYERS CO., 50 Maiden Lane, N. Y.

## PENS.

THERE is perfect temper and absolute uniformity in Effey Falcon Pens. Gross \$1. Sample box 10c. THE PAUL CO., Red Bank, N. J.

WE have a special offer for newspaper men wanting fountain pens for their own use or as premiums. FERRY PEN CO., Box 31, Milton, Wis.

## MAILING MACHINES.

MAILER'S DELIGHT, labeler, 99 pat., \$12. REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

PRINTERS' INK uses Wallace & Co.'s Addressing Machine, so does *The Cosmopolitan Magazine*, *The Delineator*, *The Ledger Monthly* and scores of the large publishers of the country. WALLACE & CO., 10 Warren St., N. Y.

## NEWSPAPER BARGAINS.

\$800 CASH, balance \$350 on easy terms, buys a Republican opportunity in Kentucky if bought quick. Inventories \$1,500.

\$1,600 buys a fine paying weekly proposition—county seat town of 4,000 people in Ohio. This is a very low price for quick sale.

\$3,500 buys one of best business located weeklies in Massachusetts.

\$3,300 buys a good weekly proposition in Indiana. Business and terms will please you.

\$2,500—about \$2,000 down—buys a good weekly proposition. \$2,000 with one-half down, buys another good one. Both in New Hampshire.

Dailies and weeklies in many different States. On all properties that I handle the strictest investigation is solicited on the part of buyers who mean business.

Newspaper owners can secure reliable men for any department in newspaperdom via C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

## FOR SALE.

\$6.50. PAIR Puncture proof Tires, prepaid. ROADSTER TIRE CO., Camden, N. J.

A YEAR'S subscription to PRINTERS' INK for \$2. JACKSON, 115 Nassau St., New York. Call, or write first.

SUCCESSFUL publishing and printing business. Power plant and real estate. One easy terms. Box 18, Fricks, Pa.

\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J." care Printers' INK, 10 Spruce St., N. Y.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

56 LEFT. I am cleaning house, and have about 56 books of June, 1899, edition of the American Newspaper Directory on hand that I wish to dispose of. Send me 30 cents to pay the expressage and I will send you a copy. Address PETER DOUGAN, 10 Spruce St., New York.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, nothing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

**B**RONZE letter openers. Gun metal finish. Write. H. D. PHELPS, Ansonia, Conn.

**\$500** IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

**C**UTEST and best novelty on earth, for the office, store, home or mail order trade. Sample and particulars by mail, only 10 cents. S. M. BOWLES, Woodford, Va.

**F**OR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**L**OOK here! Increase your subscription list 100 per cent in 3 months by offering 1 set (6) handsome solid silver metal teaspoons for every year's subscription, paid in advance. Costs you 30c. Our price to you, 1/4 gross \$4; or 1 gross \$8. Cash with the order. Beautiful goods, never wear out. Sample spoon 10c. stamps. Address C. L. BAILEY & CO., Chicago, Ill.

ADVERTISING MEDIA

**T**HE EVENING POST, Charleston, S. C.

**T**HE EVENING POST, Charleston, S. C.

**T**HE EVENING POST, Charleston, S. C.

**T**HE EVENING POST, Charleston, S. C.

**T**HE EVENING POST, Charleston, S. C.

**T**HE EVENING POST, Charleston, S. C.

**T**HE best advertising medium in Charleston, S. C., is THE EVENING POST.

**H**ARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

**T**HE EVENING POST, of Charleston, S. C., claims the largest local circulation.

**T**HE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

**A**DVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**B**ACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

**P**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

**A**DVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. sample free. Mailed postpaid 1 year, 35c. Ad rate, 9c. line. Close 31th.

**A** WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

**F**ACTS and FICTION, an excellent medium for the mail order trade. Circulation 75,000 each month. Rate 20 cents per agate line. THE DOMINION COMPANY, 328 Dearborn St., Chicago.

**T**HE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

**A**BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

**S**TOCK cuts, line and half-tone, for every business. Write what you want. H. SYLVAN, 1231 Park Row Bldg., N. Y.

WINES.

**H**OW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

BUSINESS OPPORTUNITIES.

**R**EPUBLICAN weekly paper, New York. In favor with Governor-elect. Must be sold in thirty days for personal reasons. Gross annual business \$6,000, profits \$2,500. Plant inventory, \$3,500. Price \$4,500. Township 6,000. Write without delay. EMERSON F. HARRIS, 150 Nassau St., New York.

**N**EWSPAPER, in choicest field in the West, which has done \$12,000 of business this year (an increase of \$3,000 over '99 and \$7,000 over '98) and has \$5,500 plant, can be bought for \$7,000 (\$5,000 cash, \$2,000 mortgage), or will take partner who has \$7,000 to put into business. Magnificent opportunity to grow into great paper. Has practical monopoly. "L. C." care Printers' Ink.

ADVERTISEMENTS CONSTRUCTORS.

**H**OLLIS CORBIN, 253 Broadway, N. Y.

**G**EORGE R. CRAW, mail order advertising. Box 502, Cincinnati, Ohio.

**S**AMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.

**B**RIGHT, business-bringing ads \$1 each. Send data. I. MORGAN, Cambridge, Vt.

**K**EEP "Lost Manhood" stuff to yourself. We do not want it. M. P. GOULD CO., N. Y.

**A**DS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

**J**ED SCARBORO, writer of forceful advertising. Request estimates. 30 Morton St., Bklyn.

**O**NE ad written purposely for you for \$1, cash with order. FRANK B. WILSON, Kenton, O.

**F**IVE ads, any size, one dollar. Send dollar and style of business. PRESS ADV. BUREAU, Box 633, Harrisburg, Pa.

**L**AUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

"(O)f course you want them." 12 ILLUSTRATED CHARACTERISTIC ADS for Christmas and Holiday season, by the author of the popular advertising works, "Helps Over Rough Places," "Nuggets," Etc. A series of bright, snappy, up-to-date Christmas and Holiday ads, enlivened by striking and appropriate cuts. I will furnish the twelve ads, together with "matrices of cut" for illustration, for one dollar. Can be adapted to any line of goods. Just what you need for the Holiday trade. Only one series sold in the same city. Original, attractive, trade bringing ads. Address E. J. SALT, Advertising Mgr., F. & R. Lazarus & Co., Columbus, Ohio. Write quick.

**P**ESULTS!—That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I can't hit the "bull-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.



# PAN-AMERICAN

## BUFFALO,



Temple of Music—Pan-American Exposition.

Music is to be one of the great drawing cards of the Exposition. Contracts have been made for a series of concerts by Sousa's Band, and the Mexican Government Mounted Band of sixty-two men. Many other famous organizations will be engaged. Large music gardens have been planned and band stands will be erected at various points. The Temple of Music, illustrated herewith, is one of the most beautiful of the Exposition buildings, having an auditorium with a seating capacity of 2,200, and containing one of the largest and finest pipe organs ever built in the United States.

We control the advertising in all lines of

All the lines  
Street Cars in  
falo, Niagara  
Lockport and  
awanda, either  
direct or through  
to the Expo-  
grounds. Write  
our lithograph  
folder.

## GEO. KISSAM

378 MAIN STREET,

TELEPHONE 316



# AN EXPOSITION,

## FALO, 1901.

the lines of  
Cars in Buf-  
Niagara Falls,  
port and Ton-  
da, either run  
on transfer  
the Exposition  
ds. Write for  
lithographed



**Ethnology—Pan-American Exposition.**

The Ethnology Building is circular in form, standing at the junction of the Court of Fountains and the Esplanade. The exhibits will relate particularly to the Ethnology and Archæology of the Western World. Many new specimens will be exhibited relating to the North American Indians. A living exhibit of the Six Nations will be given under direction of this division, and there will also be full-size representations of pre-historic mounds.

all lines of the International Traction Co.

**SSAM & CO.,**

**BUFFALO, NEW YORK.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 20 SPRUCE ST.  
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

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NEW YORK, DEC. 5, 1900.

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THE cheapest salesman is an advertisement in a good daily paper.

THE Mellin's Food Family" in the December monthlies is an advertisement that will make a strong appeal both to mothers and mothers-to-be.

IN pursuing their labors in the investigation of newspaper circulation the committee of the American Advertisers' Association are said to have run across instances where the difference between papers printed and papers paid for has exceeded forty per cent.

JOHN ADAMS THAYER, advertising manager of the *Delinicator* and the *Designer*, both published by the Butterick Publishing Company, of New York, has sent to all the advertising agents who are handling business for his periodicals a form of agreement, which binds them not to accept any business at less than the full-rate card, nor to quote any prices lower than the said card rates, except the usual five per cent discount for cash payment on current month's bills. A breach of this agreement by any agent or his solicitor entails the forfeiture of the agent's regular commission of ten per cent, and, on the second offense, he is liable to be dropped from the list of agents representing the *Delinicator* and the *Designer*.

THE Christmas collection of magazine advertisements is a fine one. Cream of Wheat, with its dainty poetry; Knox's Gelatine, telling people to displace it only on Christmas day, and then with the old-fashioned plum-pudding; Williams' Shaving Soap, with its poetical story of how Santa Claus became fin de siecle, and a number of others, all give evidence that the spirit of the most joyous season of the year has not failed to creep into the advertisements.

THE Committee on Circulations of the Association of American Advertisers has recently had audits made of the circulation of the following publications:

Munsey's Magazine, the Puritan Magazine, the Argosy Magazine, the Quaker Magazine, the Christian Herald, the Independent, the Delinicator, the Literary Digest, the Baltimore American, the Jewish Abend Post, New York; Providence Journal, Providence Bulletin, Hartford Post, Cleveland Press, Cleveland Plain Dealer, Buffalo Courier, Buffalo Enquirer, Pittsburg Press, Commercial Gazette, Pittsburg; Waechter und Anzeiger, Cleveland; Pittsburg Chronicle-Telegraph, Buffalo Evening News, Democrat and Chronicle, Rochester; Post-Express, Rochester.

The reports as to the results of the audits are confidential to the members of the Association.

THE demand on the part of advertisers to know not how many copies of a paper are printed but how many are paid for is dealt with by some newspaper publishers in a manner quite simple. The dealer is credited with returned copies as cash. All copies once put out are consequently certain to become eventually so many copies actually paid for. This is not exactly what the advertiser thinks he is learning, but so long as he does not find that out he is presumed to be happy. The tendency of the times is to see to it that the paper gets a distribution and to collect from the advertiser whatever shortage results from an unusual liberality with the reader. The queer thing about it is that the papers thus loosely parted with do, in fact, get before so many eyes that advertisers frequently find them better paying propositions than their more conservative competitors.

THE *Alkaloidal Clinic*, a monthly publication of Chicago, Ill., publishes a book of testimonial letters from firms which have advertised in its pages. On the first page of the book is a reproduction of a letter which was addressed to these, asking them to send in a statement of the results obtained from announcements in the *Clinic* and their opinion of the publication as an advertising medium for reaching physicians. On the following right-hand pages are photographic reproductions of the letters received in reply, the page facing the letter, that is the left, containing a reproduction of the latest advertisement that had appeared in the *Alkaloidal Clinic* of the firm writing the testimonial. The book contains two hundred and nineteen pages, there being over one hundred letters and advertisements in it. The combination of letter and announcement appears to be an excellent one for aiding the potential advertiser to arrive at a conclusion as to the value of the publication in his own case.

"THE Imperial Idea in Advertising" is a handsome 56-page booklet issued by C. Mitchell & Co., the London advertising agents. It is intended for distribution among commercial houses—those likely to become advertisers. The argument of the preliminary text is that British trade is growing in the colonies and that, to reach the broader market which the colonies afford, it is necessary that the home manufacturer should advertise his wares in the colonial newspapers. A list of the leading newspapers in the principal colonies is given, with data as to circulation, etc., and the book is profusely illustrated with half-tone cuts of scenes in the principal cities of India, Australia, Canada, Africa, etc. The book evidently represents an *édition de luxe*. It is printed on excellent coated paper and is lavishly embellished by perfect half-tone work. One begins to think that they can get up some good art and letterpress work in England until he finds that the booklet bears the imprint of "Binner, New York, U. S. A."

THE *Police Gazette* (N.Y.) sends a double (return) postal card to postmasters with the intimation that they may increase their incomes by furnishing, per return mail, names of barbers, saloons, hotels and owners of pool and billiard rooms in their towns. In return for this favor is offered a commission of 25 per cent on each subscription order received for the *Police Gazette* through that office. It is not stated that the *Police Gazette* is a first-class home magazine.

### FINDS VALUABLE EXPRESSIONS.

Office of "THE SHELBY DEMOCRAT,"  
CENTER, TEXAS, NOV. 18, 1900.

Editor of PRINTERS' INK:

For some time I have been writing ads for local merchants and using a great many expressions found in your "Bright Sayings" column. It may interest you to know that the results were good. I would be glad to have your views as to the value, per inch, of space in a weekly paper of 1,000 circulation. That is, what is a fair price to charge local merchants?

Yours truly, JOHN McLENDON.

Such space is fairly worth \$100 a year per column, say \$4 per inch per year, \$1 per inch per quarter, 10 cents per inch per week. It is customary to ask more than this and accept a good deal less.—[ED. PRINTERS' INK.]

### AN ENGLISH WORK OF ART.

Office of  
BROOKE, BOND & CO., LIMITED.  
17 & 18 St. Dunstan's Hill.  
LONDON, E. C., NOV. 16, 1900.

Editor of PRINTERS' INK:

For some years we have been diligent students of the "Little Schoolmaster," and have tried to put in practice many of the lessons taught in its pages.

The booklet we inclose, which has been posted, with a sample of tea, to grocers in the United Kingdom is one result. We shall be glad to have your opinion of its merits or defects.

Yours faithfully,

BROOKE, BOND & CO., LTD.

The inclosure, which is called "The Grocer as Distributor," is an excellent talk to grocers on the benefits of a cash business, both in purchasing and selling goods. The Little Schoolmaster feels no hesitation in saying it could not have been better written in the United States.—[ED. PRINTERS' INK.]

## BOOKWORM.

Office of  
LOVEMAN, JOSEPH & LOEB.  
BIRMINGHAM, Ala., Nov. 19, 1900.  
*Editor of PRINTERS' INK:*

We contemplate issuing a publication somewhat after Wanamaker's *Book World*, and intend to call it the *Bookworm*. But some one has written to us to say that already there is a monthly published by that name. Kindly advise us if it will be an infringement upon copyright laws to issue it and call it the *Bookworm*, while there is another publication by that name in the United States. Very truly yours,  
LOVEMAN, JOSEPH & LOEB.

To use the same name as a publication already in existence gives the latter the right to ask redress, as a matter of equity, if not of law. Names of periodicals are registered in the Patent Office, not with the Librarian of Congress. It is probable that if a paper with the name "Bookworm" exists it is so small that assuming its name will do little harm. PRINTERS' INK is not aware of the existence of any publication called the *Bookworm*.  
--[ED. PRINTERS' INK.]

## "AN ADVERTISED ARTICLE."

Office of  
THE WHITEHEAD & HOAG CO.  
NEWARK, N. J., Nov. 22, 1900.  
*Editor of PRINTERS' INK:*

Relative to the desire for a word that shall represent "an advertised article," I would suggest "adverditem." This word involves a contraction of "advertised" in connection with "item," and I think it will do as far as a coined word is concerned. If not, let me know and I will send you a whole bagful of coined words equally as bad.

Yours truly,  
E. L. KLUMP.  
P. S. While the above is a coined word, it is made from one good word and a legitimate contraction.

WILKES-BARRE, Pa., Nov. 22, 1900.  
*Editor of PRINTERS' INK:*  
I have it—the word you are seeking. It is "Exploitia." If the word makes a hit with you, and you wish to reward the author, please send the Little Schoolmaster till January 1, 1902, to  
Yours truly, RICHARD M. TRUAX.

NEW YORK, Nov. 23, 1900.  
*Editor of PRINTERS' INK:*  
I would suggest "Adart" for "an advertised article."  
Yours truly,  
HERMAN L. WINER.

Office of  
"CHICAGO DRY GOODS REPORTER."  
CHICAGO, Ill., Nov. 22, 1900.  
*Editor of PRINTERS' INK:*  
To mean "an advertised article" how is "Propublicite" (pronounced pro-

publiceete), meaning previous publicity, proclaimed publicity, an advertised article? Yours truly,

CLARENCE SOUSLEY.

NEW YORK, Nov. 22, 1900.  
*Editor of PRINTERS' INK:*  
How would "adverized" or "popularized" do for "an advertised article"?  
H. H. W.

BLOOMINGTON, Ill., Nov. 22, 1900.  
*Editor of PRINTERS' INK:*  
How would the word "Adgrown" answer as describing "an advertised article"?  
CHAS. E. ROWCLIFFE.

Office of  
"ILLUSTRATED MEDICAL JOURNAL."  
DETROIT, Mich., Nov. 23, 1900.  
*Editor of PRINTERS' INK:*  
As a noun for a thing advertised I would suggest the word "Adverthing;" if "article" is preferred to be retained in the word, then make it "Adverticle"—accented on the "ver."  
Yours respectfully,  
C. HENRI LEONARD.

WICHITA, Kan., Nov. 23, 1900.  
*Editor of PRINTERS' INK:*  
In a late copy of PRINTERS' INK I notice a seeking after a word to imply "An Advertised Article." The word "Advert-art" I think would cover the ground.  
J. S. JENNINGS.

Office of  
"THE COLORED AMERICAN."  
WASHINGTON, D. C., Nov. 26, 1900.  
*Editor of PRINTERS' INK:*  
I would suggest the following noun for "An Advertised Article," "Aditem." This word is impersonal and of common gender and, I think, suggestive.  
Yours very truly,  
E. E. COOPER.

MANCHESTER, N. H., Nov. 24, 1900.  
*Editor of PRINTERS' INK:*  
How does "Welnone" strike you for a word to mean "An Advertised Article"? Yours truly, A. S. NEWMAN.

The words thus far suggested by readers of PRINTERS' INK to mean "an advertised article" are as follows:

Adverditem, Exploitia, Propublicite, Adart, Advertized, Adgrown, Popularized, Adgrown, Adverthing, Adverticle, (three times), Advertart, Adthing, Adverthing, Adarticle, Resadverta, Resad, Admade, Puolite, Adology, Advertisee, Aditem, Welnone.

One word (advercticle) was suggested by three different subscribers. If readers of the Little Schoolmaster will tell which of the foregoing names strike them as particularly good or exceptionally horrid, some interesting opinions might be elicited.

WHATEVER in advertising needs to be explained, and is not, mars the effectiveness of the advertising.

## THE FIFTH SUGAR BOWL.

NEW YORK, NOV. 27, 1900.

Editor of PRINTERS' INK:

In determining the eligibles to compete for the Fifth Sugar Bowl, should not weeklies which are issued by dailies be excluded? The word "weekly," as generally used and understood by the advertising fraternity, means a publication of general circulation, giving its space to general literature rather than to news, or presenting the news in such a manner as to give its literary and artistic features most prominence—such papers, for instance, as *Harper's Weekly*, *Collier's Weekly* and the *Christian Herald*. Without discussing the merits or demerits of the weekly edition of the *Bangor Commercial*, it seems to me that PRINTERS' INK did not intend the Fifth Sugar Bowl to go to a weekly journal which is the tail-end of a daily. Of course it is a weekly; but am I not correct in assuming that the Little Schoolmaster's original intention in offering the Fifth Sugar Bowl meant the term "weekly" in the meaning in which it is generally used? Has it changed its views in regard to the boundaries of the competition?

D. O. D.

Office of

"THE BANGOR COMMERCIAL."

BANGOR, ME., NOV. 22, 1900.

Editor of PRINTERS' INK:

We notice, with much satisfaction, what you say in PRINTERS' INK of November 21st in regard to the standing of the *Weekly Commercial* in the Fifth Sugar Bowl contest. In regard to your remark that "If some other of the papers catalogued above is to be put ahead of the *Bangor Commercial* (weekly) it must be on account of superior character or influence of sufficient value to an advertiser to more than offset a balance against it in point of circulation."

Right here we want to make a few remarks in regard to the character and influence of the *Weekly Commercial*. Not only have we claimed in the past that the *Weekly Commercial* charges for advertising were very low, as compared with other weekly publications, but we have made a strong claim also on account of the character and influence of the paper.

In the list of weeklies named in the last issue of PRINTERS' INK the *Weekly Commercial* stands at the head of the list as giving the lowest rate per thousand of circulation. Now the *Weekly Commercial* not only gives the lowest rate, but we claim that it is entitled to the prize for its superiority in other respects. The character of the paper speaks for itself as a weekly newspaper. Any observing newspaper man cannot fail to notice how thoroughly the *Weekly Commercial* covers the news of the towns in this State, and also the general news of the country, and what a liberal space it gives to the various departments that would make it attractive and interesting to the country readers, such as the horse department, the agricultural department and the grange department, giving the doings

of all the granges in this State, which have become a very powerful and influential organization. Its special articles on local State topics and its miscellaneous features all go to show its excellent character and what a strong influence it must have with its readers.

We have previously referred to its compact circulation and other strong points which might have an influence in this contest, and this we will not refer to again here. We inclose, however, several letters and copies of letters which will aid to establish our claim for "superiority and influence."

We want to call your attention particularly to the original letter of Mr. Charles D. Woods, director of the agricultural experiment station at the University of Maine, Orono, only a few miles above this city, and also to the letter of B. Walker McKeen, secretary of the State of Maine Agricultural Department. These letters go to show its influence and value to its patrons who are engaged in agricultural pursuits. These are of recent date, which will be noticed. All the others are four or five years old. The letters of recent date go to prove the statements of the others and indicate that we have grown in influence of late years.

If we thought it was necessary we would prepare additional evidence of the character and influence of the *Weekly Commercial*, but we do not think it is. The evidence we inclose in the form of letters from reliable sources, coupled with the evidence that the paper itself gives to the observing person, seems sufficient in itself to establish the character of the paper. If not, we should like to be given time before the awarding of the prize of the Fifth Sugar Bowl to submit further proof.

We believe that prize should be awarded to the *Weekly Commercial*.

Yours truly, J. P. Bass &amp; Co.,

Per M. R. Harrigan, Business Mgr.

MAINE AGRICULTURAL EXPERIMENT STATION.

ORONO, ME., May 25, 1899.

Messrs. J. P. Bass &amp; Co., Bangor, Me.:

GENTLEMEN—For something over two years the *Bangor Weekly Commercial*, *Farmer and Villager* has been coming to me and I have therefore become acquainted with its merits. We have on our exchange list practically all of the agricultural papers published east of the Mississippi, and there is no agricultural paper that comes to this office that is better adapted to the needs of the Maine farmer than the *Farmer and Villager*. From what I know of its circulation, I congratulate you on the fact that it reaches more farmers in this State than any other of our papers.

Respectfully,

CHAS. D. WOODS, Director.

AGRICULTURAL DEPARTMENT.

AUGUSTA, ME., March 23, 1900.

J. P. Bass & Co., Publishers *Bangor Daily and Weekly Commercial and Farmer and Villager*, Bangor, Me.:

GENTLEMEN—I have just returned from Machias, where I have been in my official capacity, with Mr. L. B.

Harris of Vermont, and others, investigating the feasibility of sheep raising on the islands situated along the coast of Eastern Maine.

I desire to express my thanks to you for valuable aid rendered at our meetings by Hon. S. L. Boardman, your agricultural editor. Also allow me to express to you the thanks of this department for the valuable service you are doing through the columns of your weekly towards forwarding the agricultural interests of the State of Maine.

Your paper is recognized by the farmers of this State as the leading agricultural weekly published in Maine, and this fact must be very gratifying to you.

The special editorial work which has been done on your weekly edition by Hon. S. L. Boardman, who formerly held the position now occupied by me, has caused to my certain knowledge many of the Maine farmers to take renewed interest in agriculture. The ability displayed by Mr. Boardman as editor of the agricultural department of your paper, and the interest taken by yourselves as publishers, make it a valuable auxiliary in aiding me in my work, and this also explains to me the reason for your large circulation among the farmers of Maine.

I was disappointed that there was not time, as we came through Bangor, for Mr. Harris and myself to have the pleasure of calling upon you, and the privilege of inspecting your linotypes and new press, which, they tell me, contains the latest improvements and is capable of printing and folding at the same time a greater number of papers per hour than any other paper in Maine. With best regards, I am very truly yours, B. WALKER MCNEEN.

In addition to the foregoing two, the Commercial publishers sent a number of

others, for which space could not be spared.—[ED. PRINTERS' INK.]

#### A WESTERN TALE.

Less than eighteen months ago an enterprising druggist of Butte, Mont., believing that he had discovered an article of merit for the prevention of baldness, decided to enlist the aid of newspaper advertising for the sale of his remedy. It was on June 26 of last year (1899) that the first bottle of "Newbro's Herpicide" was labeled and put on sale; and the remedy was then advertised exclusively in the home (Butte) press. Inside of thirty days' time mail orders were being received from Montana, and within another thirty days orders were coming from nearly every State in the Union, with the result that in September the Newbro Drug Co. commenced advertising in the smaller cities of Montana.

The sales during September to other druggists amounted to \$2; during the month of October the total receipts from other druggists amounted to \$8; while the amount of "Herpicide" sold to other druggists in November was \$1,490. Since that time its sale has increased at a phenomenal rate. The remedy is now being advertised in twenty-three States, sixty-one daily papers being used and fifty-five weeklies, and there is not a single first-class barber shop or drug store that does not have "Herpicide" for sale.

The remarkable growth in sale, Mr. Newbro candidly admits, is wholly due to liberal and judicious newspaper advertising.—Tacoma (Wash.) Ledger.

NEWSPAPERS carry information to more people for less cost than all other kinds of advertising combined.—Los Angeles (Cal.) Herald.



**Alfred Dolge**  
FELT  
OF SHIPS & SHOES

## "Dolgefelt"

Street Shoes for Men are  
**Storm Proof**



No.  
917

You can depend on them for warm and dry feet, without rubbers. They are hand-sewed shoes, light and flexible, and in appearance compare with the best shoes made. Walking in them is a luxury, especially for feet that are tender, calloused or cold.

**The Beautiful New Catalogue**

tells all about them, and illustrates street and house shoes for men, women and children. It's free! It will more than please you.

**Daniel Green Felt Shoe Co.**

110 W. 23d St.  
New York

Delivered, **\$5.**

is a glazed kid shoe for men, made on the prevailing last, with medium heavy soles, the famous wool felt inner soles and wool lining. In spite of its light weight and flexibility, this shoe is proof against cold and damp. Any size.

BOTH ATTRACTIVE AND CONVINCING.

## FLAG ADVERTISING IN NEW HAMPSHIRE.

New Hampshire has one of the severest laws of any State in the Union against the desecration of the United States flag for advertising purposes. The law is as follows: If any person shall, in any manner, for exhibition or display, place or caused to be placed any inscription, design, device, symbol, name, advertisement, words, character, marks or notice whatsoever, upon the national flag, or upon any flag, standard, color, or ensign of the United States, or upon the flags, standards, colors or ensigns, or who in any manner appends, annexes, affixes, or causes the same to be done, to any such flag, standard, color of ensign, any inscription, design, device, symbol, name, advertisement, words, marks or notice whatsoever, or who exhibits or displays, or causes to be exhibited or displayed, the national flag, or any flag, standard, color or design of the United States, or the State flag of this State, or any flag or ensign purporting to be either of said flags, standards, colors or ensigns, upon which shall, in any manner, be placed, attached, annexed or affixed any inscription, design, device, symbol, name, advertisement, words, marks or notice whatsoever, or who publicly mutilates, tramples upon or defiles any of said flags, standards, colors or ensigns, whether any of said flags, standards, colors or ensigns are public or private property, shall be deemed guilty of a misdemeanor, and shall be punished by a fine of not exceeding fifty dollars, or be imprisoned not exceeding thirty days, or both such fine and imprisonment; provided, however, that flags, standards, colors or ensigns, the property of and used in the service of the United States or of this State, may have inscriptions, names of actions, words, marks or symbols placed thereon, pursuant to law or authorized regulations. And flags displayed with names, symbols, pictures or mottos, representing political parties, and used for such purposes alone, and flags used by societies of a religious or fraternal nature, shall be exempt from the provisions of this act. This act shall take effect and be enforced from and after the first day of April, 1899.—*The Billboard*.

## PENT-UP EMOTIONS.

A retail clothier of Kingman, Ariz., believes in the sound doctrine of simplicity, directness and force in preparing his advertisements. He recently displayed a large quantity of hats, mostly out of date and of the sombrero order and placed in his window a placard, revealing as well as relieving, no doubt his pent-up emotions in the following words: "We want to sell these damn hats."—*Newspapermaker*.

Don't say "I'll make it go if I can." The thing to say and think and feel is "I can make it go and I will."—*Bates*.

## ENGLISH AND AMERICAN.

There is no doubt that the advertising art has been brought, in the aggregate, to a more advanced condition in America than in England, but it may also be reasonably affirmed that the best examples of advertising in this country challenge favorable comparison with those of any other quarter of the globe. It is only necessary to instance the long series of world-famous advertisements of Pears' Soap to justify this contention. English advertisers have all the necessary qualifications for the production of forceful and effective business "persuaders," but they do not, as a body, give so much close and concentrated attention to this matter as American traders do. One reason for this may be that the advertising art in England has received but little incentive or stimulus from any independent quarters. That condition of things is in the way of being altered.—*Newspaper and Poster Advertising*.

## DOUGLAS' EXPENDITURE.

"Any man who has an article of merit or any man who has a business in a good location who will advertise and keep on advertising is bound to more than get his money back and to become successful and wealthy."

The speaker was W. L. Douglas, the Brockton, Mass., shoe manufacturer, who is at the St. James Hotel.


"I started in the manufacture of shoes in 1876, and in 1882 I began a systematic system of advertising," continued Mr. Douglas, "and I am to-day the greatest advertiser of shoes in the world. I certainly find that it pays or I would not continue it. I have my advertisement in 7,770 country weeklies scattered throughout the United States and in each of the sixty-one cities in which I have a store I use the daily papers of the town. My advertising costs me a little more than \$100,000 a year."—*Denver (Col.) Republican*.

## A PERSONAL LETTER.

A personal letter to a patron beats a circular as much as the sun beats the moon in keeping the earth warm. In writing to customers be as explicit and polite as if you were talking over the counter.—*Advisor*.

**A NEW GEM STONE**

IT IS  
BEAUTIFUL



IT'S  
FASHIONABLE

**The MATRIX TURQUOISE**

I mine it in my own mines, cut and mount it in my own factory. Therefore I can furnish sets of the most delicate tints and most exquisite markings obtainable, and in any size or shape. If you want my little catalogue telling all about this dainty stone showing it in many styles and many colors—as exact as the printing art can reproduce it—send a 2ct. stamp to

**GEORGE BELL, LAPIDARY and JEWELER**  
810-812 SEVENTEENTH ST. DENVER, COLO.

APPROPRIATE AD FOR A GEM.

## KITE FLYING.

The elevation of advertising banners through the medium of kite tandems was a natural development of the fury for outdoor display which has in the past five years more than doubled the amount of money expended in advertising. The company which flies all the kites seen in this city claims to own the patents on all the modern types of kites, the only ones at present which are useful for the purpose. The possibilities of aerial advertising were brought out by the political campaign, for it was in a vain attempt to interest Senator Hanna that the company and the public realized these possibilities for the first time. A tandem of kites was placed over Senator Hanna's house at Elberon, with a McKinley and Roosevelt banner attached, and a similar contrivance was sent up one afternoon over the national headquarters on Madison Square. The Republican managers were "apathetic," however, and presently the kite company received a letter from Tammany Hall. Bryan's name and Bryan sentiments have since that time held sway from fifteen roofs, to the complete exclusion of the Republican party. The idea has been taken up by business houses, and a dozen or more enterprises have contracted for advertising. The kites are flown from the tops of buildings, about two dozen being regularly leased for that purpose. The advertiser takes his chances with the weather, and pays the weekly sum even though his banner may not have been out more than one day out of the six. Scientific kites may be bought, and aerial advertising is, therefore, open to everybody, especially as there is no law to prevent.—*New York Evening Post, Oct. 27.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

## CONNECTICUT.

THE advertiser who doesn't use THE DAY simply cannot reach the prosperous New London field.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

## ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers, 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

## MAINE.

WE like so well the idea of a special agent that we have engaged Mr. S. S. Vreeland, 150 Nassau St., New York, in that capacity. Mr. Vreeland is a good fellow and will give you better rates than we can. COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## PORTO RICO.

THE SAN JUAN NEWS, published every morning except Monday, is the leading paper in Porto Rico. Printed in English and Spanish. The News was established in 1898 and has a daily circulation exceeding 2,000 copies. A sworn statement shows a larger circulation than claims of all the other Porto Rican newspapers combined. The high water mark of circulation was 6,000 copies sold and paid for in one day. No other paper in all Porto Rico has as much circulation or has as high a prestige and influence as the San Juan News. The advertising rates are \$50 an inch a year. Seventy-nine and one-half columns of advertisements were inserted in the Fourth of July edition. Over 1,200 islanders contributed to the News Galveston Relief Fund. Sample copy and other information will be sent on request.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## RELIGIOUS.

## BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## Is Your Business Sick?

Try TURNER'S TONIC—business literature written in his personal, impressive style that holds attention and BRINGS RESULTS. Wholesale dealer in ideas that pull business. Something new and spicy always brewing. Write for a suggestion free.

CLAUDE WATSON TURNER,

!! Broadway, New York.

## WANTED

### EXPERIENCED PATENT MEDICINE MANAGER.

I want a live, up-to-date, EXPERIENCED business manager who is equal to the task of marketing a patent, fifty-year-old medicine. I want to cover larger territory. Only first-class man of experience need answer. Address

"F. F. F.," P.O. Box 1920, Boston, Mass.



A  
Circle  
Of  
Ten thousand  
Subscribers  
Is  
Better  
For an advertiser  
Than  
A fluctuating  
Circulation, though  
Greater,  
Even at the same rate.  
Put on your next list  
**THE CHRISTIAN  
WITNESS,**  
Boston.  
You won't regret so  
doing.

## Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and booklets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.


I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Try me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Ten Dollars a Thousand."

**WM. JOHNSTON,**  
MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.



### THE FARM-POULTRY

## IT PAYS

almost every class of manufacturer or advertiser to place his business before the readers of

## FARM-POULTRY

because they are buyers. They read the paper because it helps them in every department of their business. Farm Machinery men will find it a medium of great value. That is the experience of those who have tried it. Samples and rates from—

**I. S. JOHNSON & CO.,**  
22 Custom House St.,  
**BOSTON.**

The Northwest Is A Great Country.

## The Northwest

MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



**ST. PAUL, MINN.**

CANADIAN GENERAL OFFICES,  
McIntire Block, Winnipeg, Manitoba.  
CHICAGO, 638 Fine Arts Building.

## About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

**PRICE FIVE DOLLARS.**

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

## Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
<b>10,000</b>	<b>10,000</b>	<b>9,600</b>

LEADING DAILY IN NORTHEASTERN OHIO.

*For Rates address*

**H. D. LaCOSTE, Thirty-Eight Park Row, New York**

SPECIAL NEWSPAPER REPRESENTATIVE.

*One of the Great Papers in One of the Greatest States.*

## The Dayton Daily News

of Dayton, Ohio.

EVERY ISSUE IS 8, 12 OR 16 PAGES FOR **ONE CENT.**

A Fearless, Aggressive, Metropolitan  
Paper for the People.

Sworn Statement of Circulation  
for September, Average **16,332**

Only Evening Paper Receiving the Associated Press Dispatches.

Advertising contracts made contingent upon the proposition that the DAILY NEWS has more circulation than all the other daily papers in Dayton combined.



**We Do Not Promise,  
We Perform.**

JANUARY CIRCULATION  
**650,000 COPIES**

Get into the **January Number** at \$1.50 per agate line is what we recommend to all advertisers. Get in before **December 20th**, as we go to press on that day, and we predict that you will make money.

**POPULAR FASHIONS COMPANY,**  
79 FOURTH AVENUE, NEW YORK.

## **DON'T OVERLOOK JANUARY ISSUE** **Garden and Farm, Chicago,**

A trial at present rates of **30 cents for proven circulation of 60,000** will pay every agricultural and mail order advertiser.

**Seedsman and Florists make a note of GARDEN AND FARM.**

Copy must reach us by December 15th. The entire edition will be in the mails before January 1st. Key your ads and determine your future use of GARDEN AND FARM by a trial in January issue.

The American Farmer Co., Publishers, 1113-1114 Manhattan Bldg., Chicago, Ill.

## **FIVE GOOD REASONS** *For Advertising in* **THE SCRANTON TRUTH**



**FIRST**—The Presidential election has resulted in a victory for Prosperity.

**SECOND**—The great mine strike has been settled satisfactorily, with a ten per cent advance. Fred. Dilcher, of the United Mine Workers, says this means \$4,000,000 a year increase in the amount of wages paid to the miners.

**THIRD**—The United States census gives Scranton a population of over 102,000, and places it in the same class of Pennsylvania cities as Pittsburg.

**FOURTH**—THE SCRANTON TRUTH has the largest bona fide daily circulation in Pennsylvania, outside Pittsburg and Philadelphia, and most of its circulation is delivered at the homes of regular subscribers.

**FIFTH**—Scranton is the metropolis of the Anthracite region, and the chief city of Northeastern Pennsylvania, and THE SCRANTON TRUTH is its favorite newspaper.

☞ We could give many other good reasons for advertising in THE SCRANTON TRUTH, but we are too busy, just now, and we know the enterprising advertiser is too busy to read long statements when Prosperity is knocking at the door.

**THE SCRANTON TRUTH, Barrett & Jordan, Props.**

# Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

## The Journal

Only  
Afternoon  
Paper

### THEATRICAL MANAGERS

Who wish to save from 25 to 35 per cent on their  
printing bills should address

### THE PATRIOT, Harrisburg, Pa.

Special prices given on Ladies' Tickets, Heralds  
and Dates of all kinds.

## THE BAPTIST :: :: COMMONWEALTH

/////////  
A Modern, Up-to-date, Rel'g'ous Journal.  
/////////

Now in its Eleventh Volume. It  
has absorbed several of its most  
worthy competitors, until it stands  
at the head in its field. It is pro-  
gressive, aggressive, well edited,  
and just the sort of a paper that  
appeals to home and family. ❧ ❧

#### ITS TERRITORY.

Pennsylvania,	110,000	Baptists.
Connecticut,	26,000	"
New Jersey,	55,000	"
Maryland,	16,000	"
Delaware,	2,100	"

#### NOTE.

Philadelphia has 38,000 Baptists  
and 100 Baptist Churches.

•For advertising rates, sample copies, etc., address

THE BAPTIST COMMONWEALTH,  
1420 CHESTNUT STREET, PHILADELPHIA.

## What an enemy says of The Joliet News

"I never liked THE NEWS very well," said one of the aldermen, "but I must say that it is enterprising and that it is always pushing for Joliet's interests. The merchants stick to it because they know it is always looking after their advantage and I should think its getting the Lemont people to take THE NEWS would be worth a great deal to the Joliet merchants."

The occasion was the opening of a new field by street car to Lemont, a town of 6,000 population, 12 miles from Joliet.

## RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR  
ADVERTISING RATES.

225 DEARBORN ST., }  
25 QUINCY ST., } CHICAGO.

## FOR SALE

A Scott-Potter Anglebar 2, 4 or 8-Page

## NEWSPAPER PRESS

Capacity: 10,000 8-page Papers per Hour.

**ALSO ATTACHMENTS AND SHAFTING FOR  
COMPLETE STEREOTYPING PLANT.**

This Press is guaranteed to be in first-class condition, and its use was discontinued only on account of low speed.

**Will be Sold at an Extremely Low Figure  
and on the Best of Terms.**

For Full Particulars and Further Information, Address

**THE BUSINESS MANAGER,**  
KANSAS CITY TIMES, KANSAS CITY, MO.

# JUST TO SHOW YOU

*An excerpt from a letter of the Globe-Wernicke Company:*

"All of our advertisements are keyed and on the first of the year we made a schedule showing the replies received from some twenty leading publications which we used during the year 1899. We reduced this statement to the average cost per reply from the various publications with the following results: Of the twenty publications the SELF CULTURE MAGAZINE ranked third from the lowest in cost per reply. The average cost per reply from the entire twenty mediums was 50 per cent higher than your publication. As to the character of replies (an important consideration with us) those from the MODERN CULTURE will compare favorably with the best."

Prosperous people throughout the United States and  
Canada read the

## Modern Culture

Because it is a high-class literary monthly that addresses itself particularly to those persons having regard for  
*education, refinement and character.*

**CIRCULATION**—Largest of any literary monthly published west of New York.

Be included in the list of contented advertisers now using its pages. There are lots of them.

For quality and quantity no publication has such a low rate.

If you are interested write us.

**MODERN CULTURE,**

111 Fifth Ave., New York. *Caxton Building, Cleveland, O.*

# THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address

THE STATE COMPANY, Publishers,  
COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

# Here is the table of Contents of Toilettes for January, 1901:

*Paris Letter.*

*London Letter.*

*Editorial Comment.*

*What the New York stores are showing.*

*Signed Interviews with New York's great-*

*est costumers: Redfern, Alcott &*

*Weekes, Moskowitz, Estelle Clayton,*

*Weingarten, Hollander and Madame*

*Mathilde.*

*Gowns from the Horse Show.*

*Five original color plates of costumes.*

*Famous millinery masterpieces.*

*The new straight front corset.*

*Reception and theater waists.*

*Walking and tailor-made creations.*

*The Hygienic value of short skirts.*

*Correspondence and Free Shopping Bureau.*

*Department of special patterns.*

With this issue TOILETTES starts its 22d year,  
enlarged to 12¾ x 18¼ inches.

## The Finest Fashion Paper in America.

New rate card just issued (ask for one and we  
will mail you a free copy of the handsome January  
issue).

THE TOILETTES CO., Inc.

Toilettes Building,

26 East 22d Street,

NEW YORK CITY.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

No. SAMPLE.

GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.

GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE

AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a *credit* in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

*Geo. S. Boutwell*  
10 SPRUCE ST.,  
NEW YORK.



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

If you have not already begun your holiday advertising you can't begin it a minute too soon. The purchase of Christmas presents is often planned a long time in advance, and the merchant who is first, or among the first, to offer helpful suggestions through good advertising, will win out a long way ahead of those who neglect this important work, because, it is so easily put off.

Don't get the idea that you will do just about so much business whether you advertise or not, and that, at most, all you need do is to print a long list of gift articles, without a price or a comment. That is wrong. This is the time of all times when ad readers want prices and particulars, and the more fully and faithfully these are given the better your business will be. And don't forget to make your windows do their share by dressing them attractively, being careful, if you deal in both high and low-priced goods, not to let the high-priced predominate.

See that the holiday spirit of helpfulness and good cheer is infused into your selling force, then get all you can of it into your ads. Urge the advantages of early buying, while stocks are unbroken and store crowds are not large, offer to lay purchases aside on payment of a small deposit, for delivery at the purchaser's convenience, and to exchange such goods as can be exchanged without injustice to yourself or other customers, if returned in good order and within a reasonable time. Offer "money back," too. Do everything you can to make gift buying easier and more satisfactory at your store than at any other store in your town. Then tell briefly and clearly in your ad just what you are doing, and your Christmas Eve count ought to be very satisfactory.

Every ad reproduced in this installment of this department is a Christmas ad. Many of them contain good selling points that may be easily adapted to other and entirely different lines of business. All are printed without individual comment, because I believe in this case the reader will gain more good points by going through the entire bunch than by having his attention directed to any particular ad by what I might say of it.

### Consider This for A Boy's Gift.

To-day we dwell upon the matter of appropriate remembrances for boys with a proposition of special interest to those who are benevolently inclined. If you care to remember the child of some friend who is less fortunate than yourself as regards the world's goods, here is the opportunity.

We have one hundred and fifty Junior Suits left from a lot of four hundred. They were made by one of the foremost makers of children's clothing in this country.

What we have sold of these suits went at from \$5 to \$9, and of course they were worth it. On those that remain, we have halved the prices. Now \$2.50 and \$4.50.

These prices really don't cover the cost of producing the garments. Speak quickly.

### Christmas

has come and gone. Perhaps in the rush of Christmas buying some one has been overlooked. You can atone for your sin of omission by making a New Year's gift.

While we have enjoyed a very large share of Christmas patronage, you will still find the best of choosing here.

This is because our stocks are so large as to stand even the Christmas onslaught without being reduced beyond the point of good choosing and good assortments.

## Santa Claus' Headquarters

are down in our big basement toy department this year as usual, and we invite everybody to come and see the thousands of bright, new things that he'll soon be putting in his pack for Danbury's good children. The big, handsome dolls and the pretty little dolls; the doll furniture and carriages; the almost unbreakable iron toys and the well made wooden toys; the games, big and little, and nearly everything else that children wish for at Christmas time, is here, at the reasonable prices that have made this the popular place for toy buying.

Come and bring your children, listen to what they say when they set their happy eyes on Santa Claus' big stock and you'll be well repaid.

## Make That Boy Happy

and at the same time add to his physical well-being, and your own satisfaction in not wasting good Christmas money on the worthless. Get him one of our sweaters and a skating cap.

They go well together.

The sweaters come in numerous colors and combinations and at several prices, from 50c up.

The caps are heavy and all-wool and in two styles, roll-ups and tobogs, and are all the go in New York. Thousands are being sold daily. The price is fifty cents, and his heart will leap with joy should Santa give him one.

## Girls' and Misses' Reefers, Paletots, Golf Capes and Jackets.

A Christmas gift of one of these seasonable, well-made stylish garments to your daughter or some young female relative of yours would surely be gladly received and "warmly" appreciated. They are not only sensible but economical gifts, too, as these prices will show:

## Six Days of Satisfactory Shopping.

Satisfaction is always a foregone conclusion with our patrons, for the reason that no conditions are lacking, no pains spared, that will increase the efficiency of the service and make trading here both pleasureable and profitable.

## 950 Very Interesting Dolls.

The doll population here runs into the score of thousands to-day—what fun it must have been to help form their beauty over in those funny German workshops, for the toy chief decided on blondes and brunettes and the eyes and tresses. He decided something more—that every doll that came to Wanamaker's should be plump and well formed. There's a trickery by which "stretched" dolls are palmed off—you hear of a 26-inch doll at a price and find it, too; but it is a malformation, with poor head and scraggly limbs. Well. In taking the great regular lots we found some quite special ones. These for you to-day—at least they should be sold to-day—

26-inch dolls, plump and rosy; full-sized bisque heads; full jointed body; flaxen hair—one (\$1) dollar.

19-inch dolls—same sort and same liberal proportions—fifty (50c) cents.

Dressed dolls, 17 inches high; cloth body, bisque head, papier mache arms, 25c.

## Suspenders.

We've lots of fine ones—meant for gifts, which means they are strong and good-looking. A shiny meretricious gift is an insult—we'll save you from insulting. How much for the suspenders? \$1.50 to \$6 a pair for the especially fine ones. Other good ones at 50c and so on. Every pair is put in a neat gift box.

A book and toy dealer of my acquaintance appealed to the charitably disposed by contributing liberally to a Christmas box from his stock of books, toys, games, etc., and assuming the responsibility of delivering to poor children all over his city any similar contributions of purchases made at his store.

Another merchant offered to increase by one-half all orders for groceries to be delivered to any charitable institution in his town.

Neither scheme cost much. Both offers were modestly made in advertisements, and the word of mouth advertising that grew out of them is probably paying yet.

*Just in Time.*

### Air Tight Weather Strips.

Stop up the leaks around the doors and windows and keep out the cold air during the winter. Prevents sickness, saves coal, save money.

The best weather strip is the Patent Air Tight Weather Strip; it is made wholly of wood, and when applied becomes part of your building. It is the only permanent and lasting strip.

*Couldn't Have Said More in Half a Column.*

### Preserve Your Cider!

Now is the time to do it, when your cider is "just where you want it." It may be kept in that condition by adding our Guaranteed Cider Preservative. One 25 cent package is sufficient for 40 gallons.

*Short and Sensible.*

### A Three Days' Sale of Lace Curtains.

From Monday morning until Wednesday night we shall give you lace curtain bargains thick and fast.

Some of them we mention to-day—but they're only random pick-ups. The whole stock loses its price balance during the period of three days, and if you come here you'll buy; that's a certainty. A few of the bargains:

*Good Talk.*

### Our Own Dairy.

All the milk and cream used here comes from our own dairy from a choice herd of Guernseys and Jerseys, which are kept and fed in a place as clean as a pin.

No purer milk or richer cream is served in Trenton, and if you really wish to enjoy an oyster stew or a dish of terrapin, you want to come to this old and popular restaurant.

*A Song of Prunes With a Price Accompaniment.*

### New Prunes

from Santa Clara Valley, California. Writer met a man from California this summer while on the way to Europe and all he talked about was the glorious climate of "God's own country" and the prunes. You won't blame him for the latter boast when you see these. They're clean, too, uncommonly so.

8c pound; 3½ pounds, 25c.

10c pound; 3 pounds, 25c.

13c pound; 2 pounds, 25c.

15c pound; 3½ pounds, 50c.

*Not a Word About Size or Quality.*

### Monday's Potato Sale.

Here is a chance for Monday and Monday only.

Monday only because on that day we will have sufficient time to deliver all orders.

We will try to sell on Monday 1,000 bushels of fine potatoes delivered to any part of the city for 60 cents a bushel; 60 pounds to the bushel, full weight.

*Makes a Good Point.*

### Coal Higher!

The supply limited; the demand increasing.

The price of gas is fixed; and there's all of it you want, ready with the turning of a valve; when you use a gas range in winter as in summer you save time and trouble, and cook better and more quickly when gas is used for fuel.

Gas ranges \$9.50 and up. Guaranteed satisfactory; connected free, along the lines of our mains.

*A Cut in Price and a Reasonable Reason for It.*

### 10 Per Cent Off Wool Rugs.

It must seem very strange to offer 10 per cent off such good, new carpet squares. Well, our only excuse is that we've too many of them—more than we can handle.

These are best quality—English all-wool carpet squares; an excellent make to wear; and the range of patterns is the largest we ever had. There are all colors, for dining rooms, sitting rooms, bedrooms.

All sizes from  $2\frac{1}{2} \times 3$  yards at \$8.50 up to  $4 \times 5$  yards at \$22.50, now all at —10 per cent discount.

*Excellent Introductory for a Good List of Prices.*

### Here's Hunter's Headquarters.

The opening week's selling proved a big success—the reason is plain, endless variety, unequaled quality and matchless prices tell the tale. It's only the beginning—there's a long season ahead, plenty of game—you'll need more of Hunter's goods than ever—come to headquarters for them. We'll give you quality, quantity and the lowest price at all times.

*The Assurance of This Headline Will Sell Hats.*

### We Have the Hat For You.

It has the form and finish, and the staying qualities that characterize the leading hats of the day. It will give you an easy bearing, it will fit perfectly. It will give you a stylish air, even though you're not self-conscious in the least. The price may reach \$3. Then again, perhaps, \$2 will be enough. It's just as you say.

*How About Styles and Prices?*

### Rain Coats.

If you want style, warmth and comfort on a rainy day you ought to have one of our handsome rain coats.

They look and feel like an all wool coat—but unlike a wool coat they won't take water.

*All About It.*

### Two Ways to Chop.

One's the old-fashioned, slow, unsatisfactory way—with chopping knife and tray—the other's the up-to-date, easy, labor saving, food saving way—with the "Enterprise Food Chopper." It chops all kinds of meat, raw or cooked, and all kinds of fruits and vegetables, into clean cut, uniform pieces, fine or coarse, without mashing, and with great rapidity.

Unlike other choppers, it has four cutters, including nut butter cutter—a steel ring takes up the wear—a flanged screw makes it juice tight.

See them in our south window, priced \$1.25.

*Appetizing.*

### Jellies by a Rocky Hill Lady.

The real home-made kind. Just the sort a Connecticut housewife can put up. These fall evenings make one think of the winter when jellies play such an important part in the household menu. For the children's lunch or for tea, they will be handy to have. These jellies have the right consistency. Crabapple, currant and wild grape; 10-ounce tumblers, 25 cents.

*For a Dentist.*

### Don't Wait

until bitter cold weather, but come now while the weather is fine to have your old teeth out and new ones in. It is as bad to see what the dentist is doing as it is to feel the pain, therefore don't bother with cocaine for having out a number of teeth, under its own or any other fool name the painless fakir may invent for it, but come straight to us and take gas and make one clean job of it, free from pain and free from fright.

Sets \$5.00; repairs free as long as the plate lasts. 22-carat gold crown and bridges \$5.00. Gold fillings from \$1.00, according to size. Extracting, with gas or cocaine, 50 cents; with sets free.

Open all night, Sundays and holidays.

*A Wine Ad that Ought to Prove a Winner. | An Attractive Headline and a Good Ad.*

## \$1.50 a Gallon, Jug and All.

We start this California wine ad off with the price, because \$1.50 never bought a gallon of such good wine in this city before.

We told you about this wine last week, we told you the price was very small for such rare old wine.

We told you of its age, its purity, its flavor and several other things.

We told you it was put up in those handsome German blue stone canteens.

We are more enthusiastic this week than last because we sold a good many gallons during the week and we had a great many people taste it, and what did they say?

They all enthused over it; some smacked their lips and said:

"Gee! but that's great stuff."

And one man went into a spasm of delight and said:

"Wouldn't it knock your eyes out?"

Of course this great wine wouldn't knock anybody's eye out, but it will knock out any hankering you may have for any other wine.

Ladies should remember that this is a family liquor store and women can trade here as well as men.

*Credit Talk That Convinces.*

## We Sell as We Advertise.

Most stores that promise easy credit never intend to sell as they promise.

We publish the exact terms of credit we offer. We have nothing to hide, we treat everybody alike and we fulfill every promise we make. You can always depend upon every article you buy here, and you can buy it on the most liberal terms of credit offered—if you need your cash. Only one price to everybody. Credit buys as cheap as cash at this store. Our terms:

\$5.00 worth of goods, 50c down, 50c a week.

\$10.00 worth of goods, 75c down, 75c a week.

\$15.00 worth of goods, \$1.00 down, \$1.00 a week.

\$25.00 worth of goods, \$1.50 down, \$1.50 a week.

## How's This for Low?

A portable stand, lamp, best tubing and goose neck, complete for only \$2.25.

New style Holophane (all light) globes, brilliant as the sun, for Welsbach lights.

Mantles, 10c; chimneys, 2 for 15c.

*A Happy Headline Followed by Brief But Very Convincing Talk.*

## New Beauty in Black Silk Waists

We give you brief descriptions of six new black silk waists—but there are many more just as handsome. Style and quality and making considered, these waists are values of an uncommon order.

You should see them—all of them, and know their prices.

*This Ad Will Find a Ready Response from Many a Mother's Heart and Pocketbook.*

## Shirts for the Boys.

Most youngsters look forward to the time when they can have a really, truly snirt just like papa's. If your boy is six years old, you can fit him here. We have them for boys of that age and on up to sixteen years, and can show you stiff bosom white or colored styles for 25, 50 and 75 cents each.

*Brief and Businesslike.*

## Men's Mackintoshes.

Just eighty men mayshare in this offering. It comprises various odd lots, all good styles—box-coats—in desirable patterns. Some of fancy mixed cheviots; others of black and navy blue serge; all with velvet collars; all seams sewed, strapped and cemented. Guaranteed waterproof. Many of these mackintoshes are of the grade for which we asked \$8.50—a moderate price. None in the lot is worth less than \$7.50. Choice at \$5. And just at the time when mackintoshes are in greatest demand.

# **THERE ARE JUST FOUR**

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in the

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With its daily average of over 133,000 copies, covers Cincinnati more thoroughly than any other newspaper published in Cincinnati. If any advertiser carefully investigates the paid circulation of the newspapers published in Cincinnati he will find the *POST* leads by over 40,000.

### **The Cleveland Press :**

Having a daily paid circulation of over 93,000 copies—greater by many thousands than all other Cleveland dailies combined. No advertiser can cover that part of Ohio without placing his advertising in the *PRESS*.

### **The St. Louis Chronicle :**

Has an actual circulation of 54,000 daily. Advertisers use the *CHRONICLE* because it pays. If you want to reach the army of buyers in St. Louis, place your advertising in the *CHRONICLE*.

### **The Covington Ky. Post :**

Only daily published in Covington, Ky., and the only paper of any importance published in that part of Kentucky. It goes into over 12,000 homes, and, everything considered, is the cheapest space offered in Kentucky.

For rates, etc., address

**F. J. CARLISLE,**

MANAGER FOREIGN ADVERTISING,

**SCRIPPS-McRAE PRESS ASSOCIATION,**

EASTERN OFFICE:

53 Tribune Building, New York.

WESTERN OFFICE:

116 Hartford Building, Chicago, Ill.

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A 16 x 24 inch card in the BROOKLYN "L."  
If you can attract the eyes of 135,000 people day  
after day; know that you're reaching intelligent,  
thoughtful people who have money to spend;  
wouldn't it pay you to place

## A Card in the Brooklyn "L"?

But a card does more than that, it holds the  
attention of the shopper while on her way to the  
store. This is the time to convince a woman  
that YOURS is the best store to trade at. An "L"  
card does it silently but effectually.

We can put you in the way of doing MORE  
business. Will you take the initiative?

GEO. KISSAM & CO.,  
253 Broadway, N. Y.  
15 Branch Offices.

Written by Ferdinand Luderer, Detroit, Mich.